A National Newspaper for Every Branch of the Industry

Automotive Daily News

PASSENGER · TRUCK · PARTS, SHOP EQUIPMENT · TIRES · ACCESSORIES

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CAR SHIPMENTS IN FOUR MONTHS 10% ABOVE 1928

Gains Well Distributed Among All Makers

NEW YORK, May 6.—On the basis of reports from twelve representative companies, excluding Ford, automobile shipments from factories in the first four months of 1929 exceeded those of the corresponding period of last year by approximately 10 per cent.

Shipments of the twelve companies listed in the accompanying table totaled 1,334,922 in the first third of the year, as compared with 1,166,563 last year, an increase of 168,360.

A significant fact disclosed by the production figures under consideration is that the huge gains in production and shipments this year have been well distributed throughout the industry, with no sensational gains by individual companies abnormally influencing the totals.

The accompanying table of April shipments shows that in the case of sixteen companies, where comparisons with 1928 are available, the gain for the month was greater than the increase over the four months. The total shipments by the sixteen companies were 417,709, as compared with 340,455 in April, 1928, a gain of 77,254, or 22 per cent.

The biggest gains in unit shipments reported this year over last were made by Chevrolet, Hudson-Essex, Chrysler-Dodge and Willys-Overland, while in the percentage of gain over 1928 Auburn, Graham-Paige, Nash and Oldsmobile were the leaders.

April Car Shipments

	April 1929	April 1928	March 1929
Auburn	2,565	1,802	2,308
Buick	11,119	.....	15,206
Cad.-La Sal.	4,206	.....	4,099
Chevrolet	157,137	135,832	147,273
Chrysler	59,785	47,155	.....
Durant	11,404	11,000	11,092
Franklin	1,641	679	1,569
Gra'm-Pg.	11,550	8,375	9,610
Hud.-Essex	44,447	28,000	44,295
Hupp	6,118	8,082	4,316
Marmon	6,029	.....	3,604
Nash	16,066	8,338	15,384
Oak'd-Pont.	36,384	28,513	24,460
Oldsmobile	15,752	11,088	13,099
Packard	6,000	4,434	5,377
Peerless	1,778	1,756	1,107
Pierce-Ar'w.	1,366	624	1,107
Reo	5,716	5,277	1,611
Willys-O'ld	40,000	39,500	38,400

Four Months' Shipments

	1929	1928	Change
Auburn	8,363	5,237	+ 3,126
Buick	52,179	62,370	— 10,191
Chevrolet	511,837	477,967	+ 33,870
Chrysler-Dodge	182,285	159,855	+ 22,430
Graham-Paige	36,150	21,675	+ 14,495
Hudson-Essex	152,447	119,400	+ 33,047
Hupp	18,318	24,982	— 6,664
Nash	55,466	34,838	+ 20,628
Oakland-Pontiac	118,184	102,613	+ 15,571
Oldsmo'le-Viking	45,194	28,088	+ 18,954
Packard	19,300	17,438	+ 1,862
Willys-Ov'land	133,200	112,100	+ 21,100
Total	1,334,922	1,166,563	+168,360

MARMON HEAD RETURNS.—G. M. Williams (right), president of the Marmon Motor Company, and Frank H. Hambly, export manager, photographed with Mrs. Williams on the Mauretania, Friday, after a trip to Europe, where the Marmon officials studied the foreign automobile market.

(A. D. N. Photo.)

Plymouth Names Parks Advertising Director

ROBERT M. PARKS

Detroit, May 6.—Robert M. Parks has been appointed director of advertising of the Plymouth Motor Corporation, A. van der Zee, Plymouth general sales manager, announced today.

Mr. Parks is thoroughly familiar with Chrysler Motors advertising policies, having joined the Chrysler advertising staff two years ago. Prior to 1927 he had for ten years engaged in advertising agency and personal sales work.

This appointment follows closely upon the heels of the establishment of the Plymouth Motor Corporation as a separate division of Chrysler Motors and the transfer of Plymouth manufacturing operations and executive offices to the new plant at Mount Elliott Avenue and Lynch Road, Detroit.

The Plymouth advertising campaign has already taken rank as one of the largest in the automotive industry.

FORD EPANDS PLANT FACILITIES IN EUROPE

London, May 6.—Ford Motor, Ltd., is beginning construction of a factory at Dagenham on May 16. The plant is expected to be completed in two and one-half years at an estimated cost of between £2,000,000 and £3,000,000. Ford is also establishing a Polish company with share capital of around $10,000,000 and monthly output of 2,500 cars.

PACKARD SETS NEW MARK WITH APRIL SHIPMENTS

Detroit, May 6.—All records for sales of Packard cars in any single month for the thirty years of the company's history were broken in April, it was announced yesterday by H. W. Peters, vice-president of distribution of the Packard Motor Car Company. More than 6,000 cars were delivered during the month.

Unfilled orders indicate May will be a record breaking month also. Deliveries of cars were more than 25 per cent. greater than production, making a big reduction in stocks of cars in the hands of distributors and dealers.

Packard's next largest month in sales was August of last year when 5,652 cars were delivered. Deliveries for March of this year were third largest, with 5,377.

NEW DETROIT PLYMOUTH PLANT OUTPUT 1,050

Detroit, May 6.—On April 30 the new Plymouth car plant here experienced its first 1,050 cars production day. Orders on hand as of May 3 for Plymouth cars, domestic, Canadian and export, amounted to 17,164, as compared with actual May shipments last year of the previous lowest priced Chrysler car of 8,381 cars, indicating a gain in shipments for this May of 100 per cent.

There are now 3,500 dealers merchandising Plymouth cars.

Production of 1,000 cars a day in less than ten months after its introduction establishes, according to company officials, a new production record, not only for lowest priced Chrysler-built automobiles, but also for any car during the first year of its manufacture.

WINDSOR LENGTHENS 7-PAS.SEDAN WHEEL BASES

St. Louis, Mo., May 6.—C. W. Burst, president of the Windsor Corporation, announces that the wheel bases on the Windsor White Prince 6-72 seven-passenger sedan have been increased to 137 inches and to 140 inches on the 8-92 seven-passenger sedan.

The Windsor White Prince line comprises twenty-four body styles in the models 6-72, 6-77, 8-82 and 8-92. As a result of minimized material inventories the company has been enabled to introduce various body improvements, both interior and exterior, without changing the models, while the increased wheel bases make for greater roominess.

U. S. Reaches New Valuation Record in March Automotive Exports With $78,324,879

Exceeds Previous High Mark of February Last, Or a Gain of 27%: Will Confirm N. A. C. C. 1929 Prediction to Hoover

By FRANCIS P. DAILY

WASHINGTON, May 6.—Shipments of American automotive products to overseas markets during March established a new valuation record of $78,324,879, exceeding the previous high mark obtained during February by $16,795,131, or 27 per cent., the Department of Commerce disclosed today.

At this rate it was estimated that the increase in exports this year will confirm the prediction of members of the contact committee of the National Automobile Chamber of Commerce, who informed President Hoover at a conference here last Thursday that at least 1,000,000 motor vehicles will be shipped abroad this year.

The steadily increasing export volume since the beginning of this year has resulted in shipments totaling $187,448,282 for the first quarter, this figure being $68,900,600 above that recorded for the January-March period of last year.

The monthly average for the first quarter of this year is $62,482,760, as against $39,515,894 for the comparative quarter of 1928.

Exports of passenger cars in March of this year numbered 51,504, with a valuation of $35,021,773, and exceeded the old record, established in March, 1928, by 11,325 units and $6,805,416 in value.

Truck exports also were at a new peak in March, with 24,878 units, valued at $13,625,014, a gain of 5,073 in number of units and $2,474,906 over the February figure, which was higher than any previous total.

March truck shipments also were 156 per cent. higher than those of the same month of last year.

The combined valuation of passenger-car and truck exports alone amounted to $48,646,787, and was but slightly under the value of all automotive products that were shipped abroad during March, 1928.

Keeping pace with the new production records on passenger cars and trucks during March, foreign purchasers accounted for 10 per cent. of the passenger-car output in the United States and more than 35 per cent. of the trucks manufactured in this country.

The large increase in exports of

(Continued on Page 7)

Marmon Names Karlson Works Manager; De Bow Made Sales Supervisor

Indianapolis, Ind., May 6.—The appointment of Edwin Karlson as general works manager of the Marmon Motor Car Company is announced by J. A. Bohannon, vice-president. In his new capacity, Mr. Carlson will be in active charge of all manufacturing operations in the production of the three lines of

Edwin Karlson

J. W. DeBow

Marmon-built straight-eight automobiles, the New Series 78, New Series 68, and the Roosevelt.

J. W. DeBow has been appointed sales supervisor by Thomas E. Jarrard, Marmon general sales director. Operating directly from the

TOLEDO EMPLOYMENT DOWN

Toledo, May 6.—Fifty-one major plants, mainly automotive, employed 46,983 workers during the week ended May 3, a decrease of 403 from the preceding week and comparing with 39,025 in like week of 1928.

DR. OPEL INSPECTS BUICK PLANT—Dr. Fritz Opel, chief engineer of the Opel Motor Works in Germany, recently made a tour of the Buick Motor Company plant at Flint, Mich., accompanied by his assistant, Gotthelf Paulus, and Cady B. Durham, former vice-president and assistant general manager of Buick, who has recently been appointed to the staff of Alfred P. Sloan, Jr., president of General Motors. Below, left to right, Mr. Paulus, Dr. Opel and Mr. Durham.

Governor of Nebraska Signs 4 More Bills Affecting Industry

Lincoln, Neb., May 6.—Bills pertaining to the automotive industry in Nebraska signed by Gov. Weaver so far this week, add more than 1,200 miles to the state highway system, increasing its total mileage to 9,300, and tax nonresident motor bus and truck lines operating in or through Nebraska, the tax being based upon the mileage of vehicles operated within the state.

Other bills to receive the governor's signature this week were: A law making it a misdemeanor, punishable by a fine of $100, for any person to take out a motor vehicle license in any other county than that where he resides or conducts a bona fide business; establishing a driver's license law with a fee of 75 cents, the state highway department to administer the law and application for license to be made to the county treasurer; requiring motor vehicles with a width of over eighty-four inches to stop on approaches and bridges when meeting another vehicle, and prohibiting trucks carrying more than 16 000 pounds on any one wheel on highways.

FLOYD JONES HEADS OWEN-DYNETO SALES

Detroit, May 6.—Floyd Jones, for the last five years sales manager of the equipment division of the Biflex Products Company of Waukegan, Ill., has resigned to take the position of sales manager of the Owen-Dyneto Corporation of Syracuse, N. Y., with offices in the General Motors Building, Detroit.

Floyd Jones

Prior to his connection with Biflex, Mr. Jones represented the Victor Manufacturing and Gasket Company of Chicago for eight years, selling to automobile manufacturers. The Owen-Dyneto Corporation manufactures starting and lighting equipment, electric windshield wipers, battery regulators and other products. Ray M. Owen is president and Harry L. Bill is vice-president and general manager.

WINDSOR MOTORS ADDS FIFTY NEW DEALERSHIPS

St. Louis, Mo., May 6.—The Windsor Corporation announced that during the last sixty days fifty new dealers have been appointed.

HUDSON MOTOR EXPORTS IN FIRST FOUR MONTHS REACH NEW RECORD

Detroit, Mich., May 6.—Hudson Motor Company officials state that for the first four months of 1929 export shipments have reached a new high record, keeping a parallel pace with domestic business. J. S. Draper, general export manager, says that 27,071 Hudson and Essex cars were shipped in this period by the foreign and Canadian divisions of the export division—a gain of 28 per cent. over the 21,214 cars shipped in the same period of 1928, which had been a record-breaking period up to that time.

Estimates of export business for the year are now fixed at more than 70,000 Hudson and Essex cars, conservatively figured, and could run to the 75,000 mark without causing surprise to the Hudson management, it is said.

Hudson operates in the foreign field both with its own plants and through distributors. The plant of Hudson's British subsidiary at London is now producing a seasonal peak of 1,000 cars a month and is maintaining Essex's position as the largest selling American car in the United Kingdom. The Berlin assembly plant, serving only Germany, has just completed its 6,000th car in less than two years' operation. It was originally planned to build only 1,200 cars a year, but the first year's production was nearly 3,200.

All Europe, except England and Germany, is to be served from a new plant in Brussels, Belgium, which has a capacity of 15,000 cars a year.

Hudson and Essex cars are assembled in Australia, New Zealand and Tasmania by long-established distributors in their own plants; also in Japan, and in Buenos Aires, Bahia Blanco and Sao Paulo in the South American markets.

Hudson officials declare that the strong competitive position of Hudson and Essex cars in the 1929 season is being felt in every part of the world. To date the export department has been obliged to cancel not less than 3,000 car orders because of its inability to obtain sufficient automobiles.

SPARKS from DETROIT

By Fred Kingsbury—Detroit Editor

Building Dikes to Protect Highways and Buildings

OLD-TIMERS in Detroit—and most of these old timers are automobile men—are considerably worried over the high stage of water in Lake St. Clair and the Detroit River. In order to protect highways and buildings, dirt dikes are being thrown up, but in some cases these dikes have been small measure of protection, because when heavy winds arise and blow inshore, the water washes over the embankments.

Fred Kingsbury

The old timers are wondering just what effect the Chicago Drainage Canal, which is taking millions of gallons of water away from the Great Lakes, really has on the stage of water, when the high mark that has been reached this spring is analyzed—if it ever is.

There are no automobile plants located in the high-water district—only fine homes are affected, and fine paved highways.

If Chicago stops taking millions of gallons of water from the lakes what will happen in a case like this?

* * *

Accidents Laid To Speeding

INSPECTOR William Black of the Police Accident Prevention Bureau of Detroit reports that ninety-one persons have met death so far this year on the streets of the city. In forty-eight of these cases the pedestrians were held to blame.

Contrary to conditions in some cities, the most fruitful source of accidents in Detroit is speeding, according to Black. Walking or running in front of automobiles ranks second.

L. G. Peed, sales manager of the De Soto division of the Chrysler Corporation, in talking about fatalities on the streets, called attention to the safety that has been built into motor cars in the last few years, and to the fact that more fatalities undoubtedly would be caused if brakes were not so efficient.

In this connection Detroit police will start May 20 testing brakes of cars on streets. They have procured accurate instruments by means of which they can test brakes in a few moments.

Brakes on cars are efficient when they leave the factory, but if the owner fails to look after them, that is his fault.

* * *

Couzens' $17,500,000 Gift to Children

PLANS have been completed to spend the $10,000,000 donated by Senator James Couzens, former automobile manufacturer, "to promote the welfare, health, happiness and development of children of the state of Michigan, primarily, and elsewhere in the world."

This money, most of which was made through the motor car business, will be spent at the rate of $700,000 annually and the program will be completed in twenty-five years.

The estimated income of the $10,000,000 gift during the next twenty-five years is reckoned at $7,500,000, making a total of $17,500,000, which must be expended in its entirety in the twenty-five-year period, commencing today.

Surely this is one of the finest philanthropies on record. No buildings will be constructed and the entire sum will go to aid children instead of a large part being expended on building up an organization to spend the capital, as sometimes happens in these matters.

AUBURN CAR DELIVERIES SET NEW MARK IN APRIL

Auburn, Ind., May 6.—Shipment of cars by Auburn in April set a new high record for any single month in the history of the company. Deliveries to dealers totaled 2,265, as compared with March shipments of 2,308, the previous high mark, and with 1,751 in April, 1928. The production schedule for May calls for 3,027 cars.

A new assembly line is being installed at the Connersville plant, where the capacity will be 250 cars daily.

OWEN DYNETO BUSY

Syracuse, N. Y., May 6.—Heavy specifications have been placed for products of the Owen-Dyneto Corporation up to June, and as yet there is no sign of a letdown in demand for either starting and lighting equipment, electric wind shield wipers or the company's new product, a voltage control device. Shipments of windshield wipers for the Ford car continue in large volume. Production of the voltage control device is now up to 200 a day.

500,000 CHEVROLET SIXES IN SERVICE SINCE JAN 1

Detroit, May 6.—More than 500,000 new Chevrolet six-cylinder cars have been placed on the road since the first of the year, according to R. H. Grant, vice-president of Chevrolet Motor Company, in charge of sales.

This figure would have been greater, Mr. Grant pointed out, if Chevrolet had been able to take immediate care of the tremendous volume of orders received by the factory. Chevrolet in four months has built a greater number of six-cylinder cars than were ever before produced by any one manufacturer in an entire year.

Obituary Notes

JAMES E. GILLESPIE

Buffalo, N. Y., May 6.—James E. Gillespie, assistant to the president of the Stewart Motor Corporation, died recently at his home here.

Replace it with a New Departure

NO matter what make of bearing you take out—it will pay you to replace it with a New Departure. . . . The quality is unsurpassed. Forty-six makes of cars use them as regular equipment. They must be good to have won the confidence of those who stake the reputation of their product on New Departure performance. . . .

The delivery service is exceptional. Stocks of genuine New Departures are as near you as your telephone. Authorized distributors are trained and equipped to serve you promptly and carefully—at no higher prices than other reputable bearings.

Our new Service Catalog is ready—listing the location of every ball bearing and its New Departure number in every passenger car, truck and tractor.

Write for your copy and the location of your nearest distributor to United Motors Service, Inc., at General Motors Building, Detroit, Michigan.

The New Departure Mfg. Company, General Offices and Main Works, Bristol, Connecticut; Detroit, Chicago, San Francisco.

New Departure Ball Bearings

1329

Smoother *steering* sells the car

SPEED, power, beauty, price—all are selling points that may or may not appeal to your prospect. But the handling ease of cars equipped with "steering by Gemmer" gives salesmen selling these cars a talking point that every prospect will instantly understand and appreciate.

GEMMER MANUFACTURING COMPANY
Detroit, U. S. A.

GEMMER

SMOOTHER STEERED WHEN GEMMER GEARED

N. J. Commercial Car Sales Up 84.3% in 1st Quarter

TRENTON, N. J., May 6.—Commercial car registrations in New Jersey for the first quarter of this year showed an increase of 84.3 per cent over the same period in 1928.

Sales, based on these registrations, increased 1,716 in the three months, with 3,749 trucks registered this quarter as against 2,033 in the 1928 period.

Seventeen makes of trucks figured in the gain column, as compared with their last year's sales, with Ford leading in the unit gain, with an increase of 1,304 trucks and a percentage of 1,095.8. In the first quarter of last year Ford commercial cars were just coming into production, with but twelve registrations prior to March, 1928.

Chevrolet, with 1,041 registrations this year, gained 23.3 per cent. over 1928 registrations, which were 844. Pierce-Arrow, with thirty-two this year, as against two in the same period of 1928, had a percentage gain of 1,500, the highest recorded in the state.

Dodge commercial car sales increased 871.4 per cent.; Mack, 83.8 per cent.; Diamond T, 100 per cent.; Autocar, 199.9 per cent., and Day Elder, 66.6.

Commercial car sales in the state have increased each month this year, with March registrations 1,694, as compared with 1,240 for the same month in 1928.

Following is the comparison for the first quarter:—

	1929	1928	Pct. Gain or Loss
			Pct. Gain or Loss
American-La France	10	10	....
Autocar	46	16	199.9
Brockway	41	27	51.9
Chevrolet	1,041	844	23.3
Day Elder	25	15	66.6
Diamond T	14	7	100.0
Dodge	136	14	871.4
Erskine	16	..	....
Fargo	27	..	....
Federal	41	17	141.2
Ford	1,423	119	1,095.8
Garford	14	3	166.6
G. M. C.	117	88	32.9
International	101	65	55.4
Maccar	16	10	60.0
Mack	147	80	83.8
Pierce-Arrow	32	2	1,500.0
Pontiac	7	15	*53.3
Reo	129	156	*17.2
Sterling	15	10	50.0
Stewart	17	15	13.3
Studebaker	14	..	...
Whippet	48	..	...
White	73	58	25.9
Willys-Knight	11	..	...
Miscellaneous	184	462	...
Totals	3,749	2,033	84.3

*Loss

Jacksonville Dealers Plan Own Salvage Yard

Jacksonville, Fla., May 6.—Plans for a salvage yard wherein old junk automobiles will be dismantled and removed forever from streets and highways, were made at a meeting of the Jacksonville Automobile Dealers Association last week.

The automobile dealers took steps to create a salvage yard after hearing a report by J. W. Wright and R. R. Hoover, industrial engineers of St. Louis, who were employed to come to Jacksonville and survey local conditions.

Old, wornout cars will be sent to the dealer owned yard where they will cease to exist as means of conveyance. Messrs. Wright and Hoover have made surveys throughout the United States and have advised dealers that a dealer owned yard in Jacksonville will prove of considerable value to them by solving the used car problem.

TAKES WILLYS-OVERLAND LINES IN SHARPSVILLE

Sharpsville, Pa., May 6.—Thomas J. Mushrush of Greenville has opened a dealership for the sale of Willys-Knight and Whippet automobiles, under the name of the Sharpsville Motor Sales Company, located in the Holland Garage, on Main Street.

DE SOTO DISTRIBUTOR

Milwaukee, Wis., May 6.—E. T. Whitney, president of the Whitney Motor Company, 3734 Wisconsin Ave., has taken over the Milwaukee county territory for sales and service of the De Soto automobiles.

White New Model 61's Parade

SEVEN MODEL 61 WHITE TRUCKS, the first of this new six-cylinder series to be delivered in Chicago, and a part of a fleet of thirteen Whites purchased by the Sawyer Biscuit Company in inaugurating its own delivery service, paraded the streets of the city before going into regular scheduled work.

Kansas City Wrecking Yard Rounds Out Second Year

Kansas City, May 6.—The United Auto Wrecking Company of Kansas City, owned by the automobile dealers, may not be making the "spectacular progress" credited to some other wrecking companies, but it is rounding out its second year with plenty of money on hand to pay a nice dividend without impairing its working capital and showing a steady progress all along the line.

In fact Tom H. Shugrue, manager of the company, has been "holding down the lid," to keep the company from growing "too fast." This, on its face, may sound foolish but a little study—along with Mr. Shugrue's explanation—will clear up that point.

"We have not permitted our wrecking activities to get beyond the point where we could not sell most of the salvaged parts," Mr. Shugrue pointed out. "It would not be good business to do so." Shugrue presents figures to prove his point. The figures are taken from a report prepared several weeks ago.

In the twelve months preceding the company bought and wrecked 1,337 cars. An average of $18.96 each was paid for these cars. It cost $8.68 more to wreck the cars and salvage the parts. This cost is set out by Mr. Shugrue as:—

Inward tow	$1.00
Wrecking cost	3.06
Burning body and cutting steel in strips	1.50
Rental on ground and building per car	3.12

The junk from the car was sold for an average of $12.52 each, or a total of $16,743.78. This represents a loss of $15.12 per car, when only junking was considered. To make the business a paying one enough parts had to be sold from these cars to cover this $15.12 loss along with enough more to pay the selling and shipping costs.

To create a surplus of used parts larger than the demand justified would, Mr. Shugrue pointed out, have been using poor business judgment. To have done so would have either required taking money from the capital and reserve, borrowing money on unsold parts or depleting the working capital. By holding the wrecking business on a fairly even keel with the sale of parts, the company has kept clear of all these troubles and is making a steady growth that makes it more and more an asset to the dealers.

The United Auto Wrecking Company is operated differently from most dealer owned salvage concerns. In the first place, the dealers did not "buy" their stock in the company with used and junk cars but with hard cash. In the second place, they do not "receive credit" when they deliver junk cars to the yard but instead they receive a "check on the spot." In starting the company they obtained the services of a practical and successful salvage man with many years experience.

The company has succeeded, in a large measure at least, in standardizing the price on used parts. The company's first attempt at this was shortly after its organization when a salvaged parts catalogue was issued. A new catalogue of used parts is now being mailed to parts buyers in all parts of the Middle and Central West. This new catalogue lists about twice the number of parts as did the first one.

It is probable that, with the distribution of the new catalogue over a wider territory and the larger selection of parts, that sales will increase to where the wrecking schedule can be stepped up. The company has facilities for handling about fifteen cars per day. This could be increased if necessary.

The company gives a guarantee to dealers that no car sold to it will ever go into service again. Once a car goes to the United Company's yard its days are over. While parts of it may do service from the Mexican border to the lands of the Northwest, they will only be keeping a "sister" in operation.

OPEN COMMERCIAL SALES

Sacramento, Cal., May 6.—The Capital Chevrolet Company, 1300 K St., has taken over the two-story brick building at 7th and M Streets, which will be used for commercial car sales, used car repairs, painting, top and body department. This building is 80 by 160, giving the firm a total of 55,000 square feet of floor space.

CLASSIFIED ADVERTISEMENTS IN THE AUTOMOTIVE DAILY NEWS BRING RESULTS

CLEVELAND NEW, USED AND COMMERCIAL CAR SALES REACH NEW APRIL LEVELS

Cleveland, May 6.—Automobile sales in Cuyahoga county soared to new heights during the month of April, compilation of the bills of sale filed with County Clerk George A. Wallace shows.

April new car registrations were 7,406 compared with 5,529 in March and 4,701 in April of last year. Used car registrations numbered 16,442 compared to 13,804 in March and 12,304 in April, 1928. Truck sales were 446, compared to 376 in March and 330 in April, 1928.

A new high mark for all time was established for one day's recordings on April 30 when 467 bills of sale were filed. The previous high record was 388.

Demand for the Ford line slumped off, with registrations numbering 1,490 compared to 1,502 the previous month. Ford listings equaled 20.67 per cent. of the total for the month compared to 27 per cent. the previous month.

Chevrolet sales were 995 compared to 925 in March; Essex 779 compared to 495, and Pontiac 450 compared to 328 in March. Fifth and sixth positions were taken by Oldsmobile and Whippet respectively.

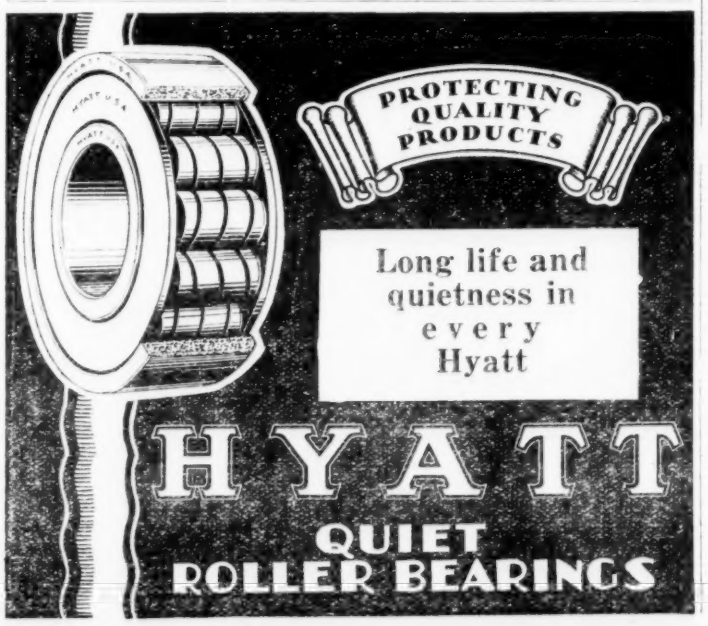
In the final two weeks of the month, dealers reported that the demand for used cars was slipping behind, giving way to an increased demand for the small cars in the lower price range.

Tabulation of the monthly registration figures since the first of the year gives an interesting insight into the manner in which sales have been on the upgrade. The tabulation follows:

Month	Number	Gain or Loss
NEW CARS		
January	2,713	...
February	3,537	+824
March	5,529	+1,992
April	7,206	+1,677
USED CARS		
January	9,607	...
February	8,005	—1,602
March	13,804	+5,799
April	16,442	+2,638
TRUCKS AND COMMERCIAL		
January	305	...
February	249	—56
March	376	+125
April	446	+70

SMITH GARAGE SYSTEM LEASES PARKING SPACE

Newark, N. J., May 6.—W. W. Smith, who conducts a chain of garages and open-air automobile parking spaces in the state, has leased the property at 116-118 South Montgomery St. for a number of years. The property is centrally located in an area where the streets are banned to parking.



Knight owners are loyal

Once a motorist has driven a car powered by the *patented* double sleeve-valve engine—so notable for silence, smoothness and economy—he becomes a Knight enthusiast and cannot be satisfied with any less modern motor.

Dealers are doing brisk business with the new style Willys-Knight "70-B"—the most beautiful, largest and most powerful Knight-engined car ever offered at so low a price.

The Willys-Knight franchise compares favorably with any other.

WILLYS-OVERLAND, INC., TOLEDO, OHIO

WILLYS-OVERLAND SALES CO., LTD., TORONTO, CAN.

NEW STYLE

WILLYS-KNIGHT

Automotive Daily News

"Of, By and For the Entire Automotive Industry"

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TUESDAY, MAY 7, 1929

ADVERTISING AND BUSINESS HEADQUARTERS

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Meaningless Speed

IN a summary of the news of twenty years ago recently published in a New York paper we find a great deal of matter dealing with arrests of motorists for exceeding the speed limit. One man was excoriated by the judge for driving twenty miles an hour. Another was fined for driving at more than fifteen miles an hour. One civic body took the trouble to compliment the police on their activity in curbing these ferocious speeders.

In a recent issue of The Automotive Daily News there was an item under the Nashville date line chronicling the fact that the governor of Tennessee had just signed a bill removing legal speed limits and substituting stricter individual responsibility. The general twenty-mile speed limit that was the maximum allowed in 1929 has long since passed in almost every state and section.

Many states, however, do still keep legal speed limits on their statute books. In some cases these are as high as forty-five miles per hour. Even this comparatively high limit is a mistake, exactly as the old twenty miles per hour was a mistake. Speed and safety are not ipso facto related. **Fifty miles per hour may be perfectly safe and under other conditions twenty miles per hour may be reckless driving. With the improvements in our roads and the safety devices that are common now, not forgetting four-wheel brakes, speed is more than ever meaningless.**

The end toward which we ought to work is the elimination of all speed limits and the substitution of laws holding the individual to strict accountability for his acts. The English system of making "driving to the common danger" the offense is better sense today even than it was when it was first promulgated many years ago.

Foremen and Safety

THROUGH an investigation recently conducted in one of the big automotive plants it was discovered that the company was paying an average of $35 per year, per man, employed in compensation for accidents. This seemed to the chief executives too high a price to pay for carelessness or thoughtlessness.

A conference was called of the foremen presiding over the various departments. The case was stated, and these key men were told to cut down accidents. By way of incentive the offer was made to pay the foremen a percentage of whatever they could save over the current compensation charge.

After a year of operation it was found that, instead of $35 per man, the average compensation charge had been $8 per employee. The company added to this an additional $4, which was paid to the foreman who had brought about the reduction as a bonus.

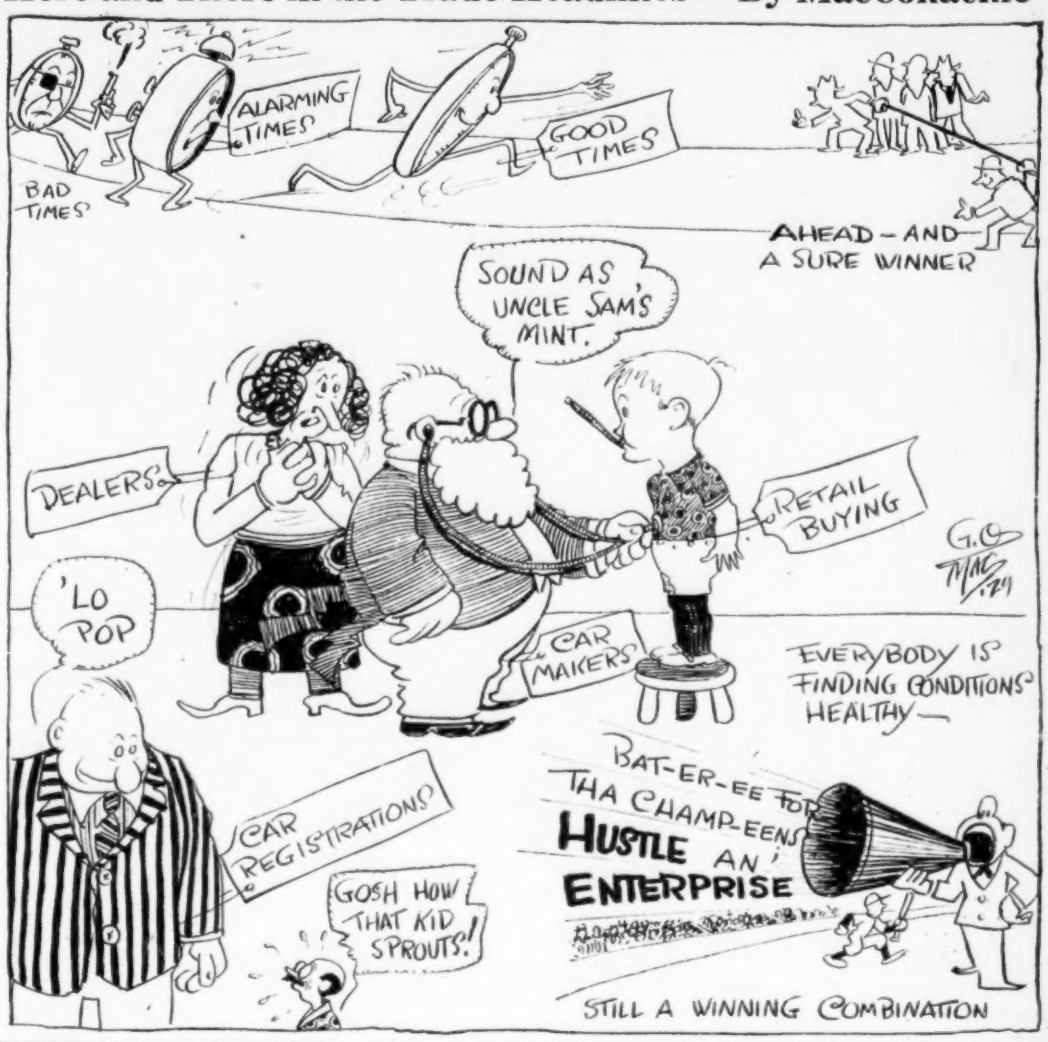
This incident seems to indicate that accidents are usually due to thoughtlessness and that a systematic campaign to eliminate them will bear fruit.

Rubber Merger

PROPOSED merger of the Rubber Institute and the Rubber Association would bring together what may be called the artistic and commercial activities of the rubber industry. It is felt that the interests of the industry can be better served by uniting these two official institutions, rather than by continuing the two, even thought they work in harmony and close co-operation.

The general tendency in recent years has been to eliminate duplication of effort in organizations within the limits of a single industry. The merger last year of the M. A. M. A. and the A. E. A. is a case in point. What a single strong trade organization can do for an industry has been proved by the National Automobile Chamber of Commerce, and the rubber industry will no doubt benefit by the closer knitting of its official activities.

Here and There in the Trade Headlines— By MacConachie



COMING EVENTS

MAY

1-11—Barcelona, Spain. Automobile show.
2-11—Melbourne, Australia. Automobile show.
13-15—Chicago. National Highway Traffic Association, annual convention.
23-30—Shawnee-on-Delaware, Pa. General Motors Managing Directors conference.
27-29—Detroit, Mich. Automotive Engine Rebuilders' Association annual convention at Hotel Statler.
27-30—St. Louis, Mo. American Society of Mechanical Engineers aeronautic meeting.
25-June 2—Goteburg, Sweden. Twelfth Fair.
30-June 9—Ljubljana, Jugo-Slavia. Sample fair.

JUNE

25-28—Saranac Lake, N. Y. Society of Automotive Engineers' summer meeting.
30—Le Mans, France. French Grand Prix.

JULY

16-27—London, England. Olympia International Aircraft Show.

SEPTEMBER

7-15—Chicago, Ill. International Aircraft Exhibition.
9-13—Cleveland, O. American Society for Steel Treating Eleventh Annual Convention.
9-12—Cleveland, O. American Welding Society, National Fall Meeting.
9-12—Cleveland, O. Institute of Metals Division, American Institute of Mining and Metallurgical Engineers, National Fall meeting.
9-12—Cleveland, O. Iron and Steel Division, American Institute of Mining and Metallurgical Engineers, National Fall Meeting.
11-13—Cleveland, O. Iron and Steel Division, American Society of Mechanical Engineers, National Fall Meeting.
28-Oct. 4—Atlantic City, N. J. American Electric Railway Association Convention.
30-Oct. 4—Cleveland, O. National Machine Tool Builders' Association Convention.

OCTOBER

2-4—Cleveland, O. Society of Automotive Engineers' Production meeting.
6-13—Paris, France. Automobile show.
17-26—London, Eng. Automobile show.
23-30—Prague, Czecho-Slovakia. Automobile show.

NOVEMBER

4-9—Chicago. Motor and Equipment Association Show.
7-16—London, Eng. Truck show.
11-16—Detroit, Mich. National Standard Parts Association Show and Convention.
14-24—Paris, France. Truck show.

THOMPSON PRODUCTS CO. LEASES N. J. WAREHOUSE

Newark, N. J., May 6.—The Thompson Products Company of Cleveland, manufacturer and distributor of automobile accessories, has leased for a term of years, the one-story brick warehouse at 63 McClellan St. The Newark distribution station of the company has been located at 33 William St. for a number of years. The warehouse is directly adjacent to the main line of the Pennsylvania Railroad.

YOU DEALERS

Sell Your Customers EVEN MORE Than Has Been Designed Into the Chassis You Handle!

MORE MILES—
LESS NOISE—
MORE LIFE—
LESS SERVICE
on
Trucks, Passenger Cars or Buses Using the

Myers Magazine Oiling System
of Automatic Chassis Lubrication

Make More Money
Make More Friends
Get More Repeat Orders

Thousands of Users Are Buying This Equipment—The Biggest Fleet Owners Buy It Regularly.

CHASSIS LUBRICATING CO.
Rahway, N. J.
GOULD ALLEN CAPITOL BUILDING DETROIT

for Economical Transportation

CHEVROLET

Another Record!

over

500,000

New Six Cylinder

CHEVROLETS

since Jan. 1st

With the new Chevrolet Six sweeping on to greater and greater heights of popularity month after month, Chevrolet has now achieved one of the most spectacular records in the history of automotive merchandising—

—more than a half-million new six-cylinder Chevrolets on the road since January 1st!

Not only does this remarkable accomplishment surpass every record that Chevrolet has established in the past—but it brings to Chevrolet and its dealer organization the significant honor of having built and sold in only four months a greater number of six-cylinder cars than any other manufacturer has ever produced in an entire year!

No greater proof exists of the ability of the Chevrolet Motor Company to judge correctly the trend of public favor—or of its willingness to build a car that will enable its dealers to secure their maximum share of the business the market affords. Always, Chevrolet dealers are able to provide their customers with a car that surpasses their expectations—a car that they are proud to own in any company—and a car that they are pleased to recommend to their friends.

Great as has been the success of Chevrolet dealers in previous years—1929 bids fair to outstrip, in record-breaking proportions, their outstanding achievements of the past. Over 500,000 new Chevrolet Sixes—and in less than 19 weeks of the current year.

CHEVROLET MOTOR COMPANY, DETROIT, MICHIGAN

Division of General Motors Corporation

A SIX IN THE PRICE RANGE OF THE FOUR

Latest Engineering News of the Industry

Kellogg Adds Three Units To Super-Service Line

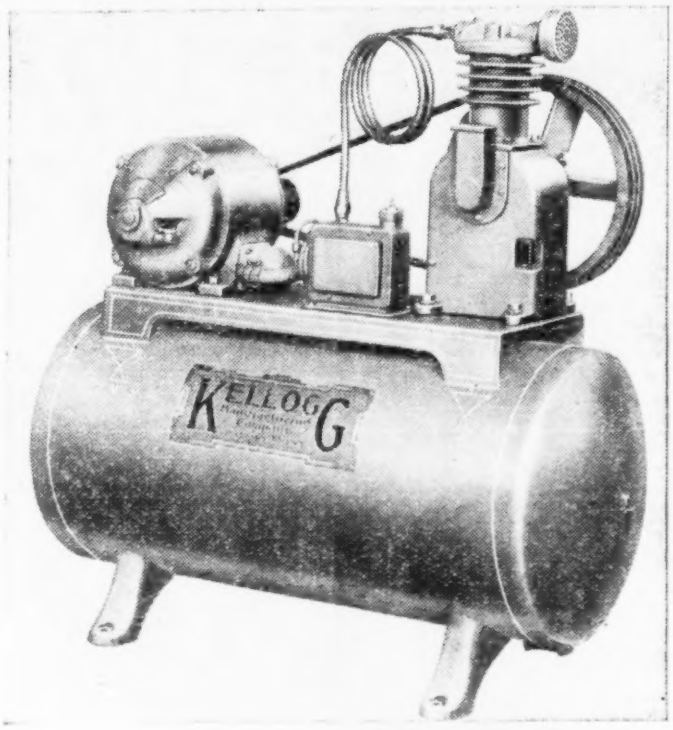
THE Kellogg Manufacturing Company has recently added Three new devices to its line; namely, an air meter, known as Model 10, a new size air compressor known as EM-341, and an improved pressure grease gun.

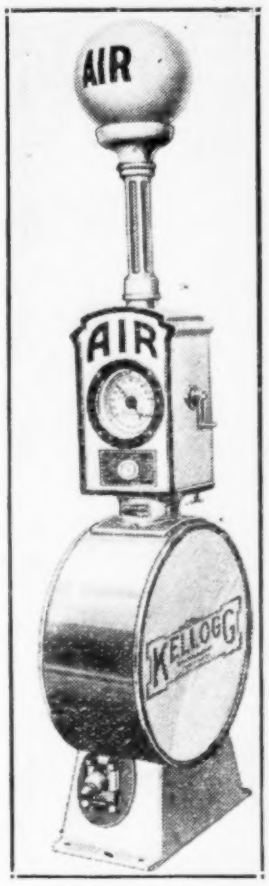
The Kellogg rapid air operated lubricating gun which was listed by this company two years ago, but has not been sold during the past year, has been improved and perfected and may be considered a new addition to the Kellogg line.

The EM-341 compressor is a new type designed to have a maximum output of cubic feet of air per horsepower. The device employs dual intake valves and has a carefully worked out cooling system, to insure high volumetric efficiency. Specifications include a ¾ horsepower motor, 13 by 36-inch tank having a displacement of 3.4 cubic feet. The maximum pressure is 150 pounds and the net weight of the device is 420 pounds. Equipped with a 60 cycle A. C. motor two or three phase, the net price is $179.

The Model 10 Automatic Air Meter is an air dispensing device supplying filtered air. The meter is surmounted by an electric light with a globe lettered "Air." A lamp socket is also mounted inside the meter box for illumination at night. Model 10 meter is seven feet high and including all fixtures has a net price of $150.

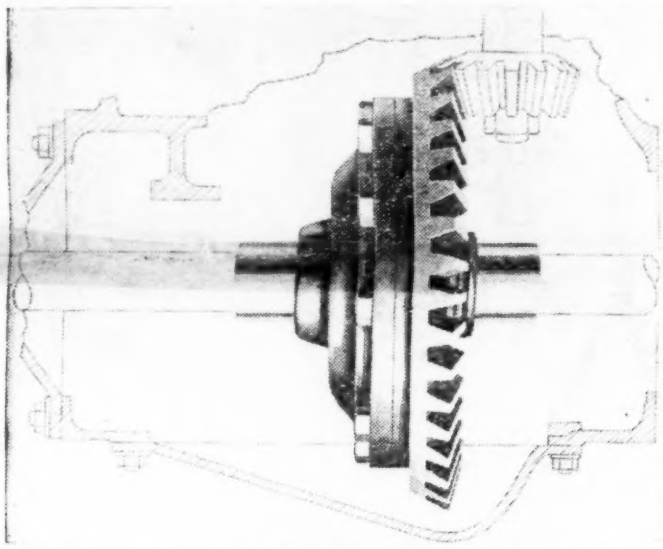
The Kellogg Rapid Air Operated Lubricating Gun is used for lubricating cars equipped with cone type fittings. Adapters are also furnished so that all standard greasing fittings may be easily and quickly lubricated. It is operated with a thumb trigger mounted beneath a pistol grip. The gun is so designed that the booster develops about fifty times the pressure in the air line less about 500 pounds. In other words, with an air pressure of 100 pounds a square inch, the gun goes up 4,500 pounds of pressure at the point of lubrication. The reservoir is a seamless steel tube and contains a plunger which separates the lubricant from the air. Capacity is about two pounds of grease. The list price is $36, including all attachments.



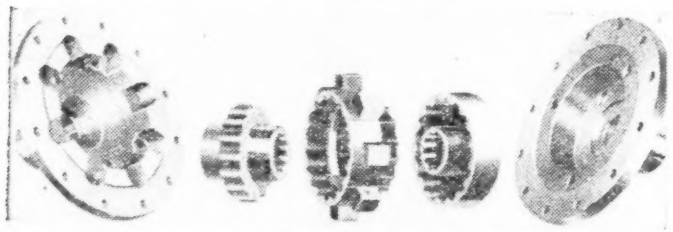


TOP — New Kellogg high-efficiency air compressor, Model E M-341.
RIGHT—Kellogg illuminated air-dispensing unit, Model 10.
LEFT—Kellogg air-operated lubricating gun with trigger control.

New Plant for Krohn Differential



Krohn Differential Assembled in Rear Axle, Illustrating Small Size of Unit



Parts of Krohn Differential Disassembled, Showing Relationship of Units

CHICAGO, Ill., May 6.—The Krohn Differential Corporation has materially increased its factory facilities in this city to increase the production of the Krohn differential for replacement use and for original installation in cars, trucks and buses.

This device has been on the market since 1924 and has been largely distributed to fleet owners. Plans are now being made to increase the distribution of the Krohn differential and to manufacture them on a quantity basis for replacement and standard equipment.

The Krohn differential permits one wheel to turn faster than the other, but does not allow one wheel to spin idly under any conditions. The Krohn differential, however, is not a locking type, in that it does not compel the wheels to travel at the same rate of speed.

NEW MELTING POTS POUR FROM BOTTOM

Schenectady, N. Y., May 6.—The General Electric Company has announced an electric metal melting pot, Type RP, Form F, with a bottom pouring spout.

The bottom pouring feature is particularly applicable in cases where it is impractical to ladle and where large quantities of metal are handled.

It should find particular favor for the remelting and repigging of metal, and for the casting of babbitt bearings. It is designed for melting lead, babbitt, tin, solder, type metal and similar alloys or metals, except spelter or zinc, at temperatures not exceeding 950 degrees Fahrenheit.

An automatic control panel and a temperature control instrument is used. Manual control is not recommended. The advantages of the redesigned pot, as pointed out by the manufacturer, are:—

1. Heat is generated right in the metal, affording quick heating and low radiation loss.
2. Heating units are easily replaceable without interrupting production.
3. The maximum rate of heating is obtained without overheating.
4. The pots are reliable, safe and economical.

TAKES ON JORDAN LINE

Oil City, Pa., May 6.—George L. Pressey, for more than ten years Chandler-Cleveland dealer here, has taken over the dealership in Oil City, Franklin and surrounding communities for the Jordan Motor Car Company.

CADMIUM PLATING ON LINCOLN CARS

Cadmium plating has been adopted for extensive use in the manufacture of the Lincoln.

Parts which might be affected by rust, causing deterioration and expense for replacement, or which, if rusted, would cause expense at disassembly, due to inability to separate the parts, is given this protective covering.

These parts are thoroughly cleaned and prepared before being placed in the electroplating bath. Here they are allowed to remain about twenty minutes, while a charge of electricity is passed through the solution, depositing the cadmium on the automobile part.

Parts which are thus plated are usually bolts, nuts, screws, washers and cotter pins, although Lincoln plates parts of the brake mechanism, etc., and plating is especially applied to parts of the chassis which are exposed to the splash of water from the road and are frequently wet for that reason.

In many instances where cadmium plating is considered not sufficiently protective, solid bronze nuts and bolts, which do not rust, are used. An outstanding example of this latter practice is in securing the running board to the board brackets.

Bronze nuts are used on cadmium plated studs to attach the oil pan to the bottom of the engine.

The rubber bumpers on the chassis frame for rear axle and on front spring for front axle are secured with bronze bolts.

An outstanding example of rust prevention is seen on the assembly of the radiator shutters where each shutter pivot and all clevis pins used in the assembly are made from stainless steel.

Atlantic City, N. J., May 6.—Sears, Roebuck & Co. have leased five stores in the Earl Theater Building for a number of years and will open one of its retail automobile accessory units in this resort. Tires, batteries and washing machines will be carried, according to T. J. Carney, Eastern regional manager, who will have charge of the local store.

VALLEY CHARGER FOR SUPER-SERVICE STATIONS

New Valley charger has a capacity of six batteries.

The Valley G-6 charger, which has just been placed on the market, is designed for garage and battery service station work. It is intended for garages, tire shops, oil stations, or any establishment that renders service to radio or automobile owners.

It is practically automatic in operation, and will charge one or two batteries about as economically as if operating at full capacity. This loose connection or other similar to six batteries. The charging rate is five to six amperes, 7.5 to 45 volts.

The Valley G-6 charger is equipped with a plug fuse as an assurance against the inexperienced operator damaging the tube, battery, or charger itself from short circuit, loose connection, or other similar trouble.

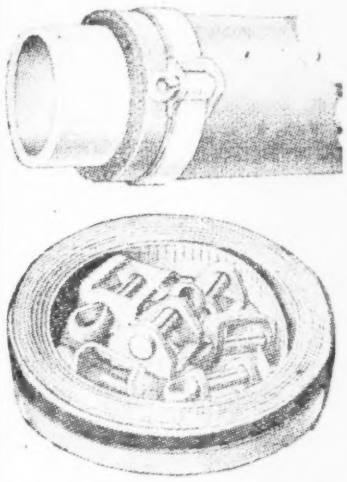
The addition of the G-6 makes the Valley charger line complete. The manufacturers now make six, ten, fifteen and thirty battery capacity chargers.

Manufactured by Valley Electric Company, 4221 Forest Park, St. Louis.

NEW UNIVERSAL TAPE HOSE CLAMP

A new universal hose clamp has been put on the market by the Ever-Tite Bolt Company of Chicago, Ill. The clamp is designed to fit on round or oval surfaces and is clamped simply by the hand or occassionally with a wire nail or pliers.

The universal clamp fits any size, and can be quickly attached or removed. The makers claim that they may be used repeatedly, and that they are self-locking and grip the hose with a constant tension all the way around.



EVER-TITE Universal Clamp in place. Metal box with six Ever-Tite Universal Hose Clamps.

The device operates on a tape which is calibrated in inches, very much like a tape measure. It is packed in a can which contains the locking device and the tape. The size needed is tabulated on the lid of the can.

In applying it is only necessary to pull out as much of the tape as is required. The tape is broken off, hooked on to the clip and with a nail or common pliers the cotter is wound tight. The tape is pliable but tough and cannot buckle or loosen, according to the makers.

The cutfit consists of eight feet of clamping tape and sufficient locking clips to make six repairs. The entire unit of six lists at 40 cents. For garages, dealers and service stations, these clamps come in cartons of twelve units.

U. S. Reaches New Valuation Record in March Exports

(Continued from Page 1)

passenger cars is entirely accounted for by the low-priced range of "under $1,000," as shipments in this class gained more than 15,000 units over the February total and numbered more than the passenger-car shipments of all classes during the month.

Canada was the outstanding purchaser of American passenger cars during March, with an increased demand of more than 100 per cent. over February. However, each of the other fifteen leading passenger-car markets was substantially improved.

In the truck field, Argentina was replaced by Australia as the outstanding market of importance in this class, and was the only country among the chief truck buyers whose takings were below the February figure. Unit truck export valuation was $548.

With but few exceptions the shipments of other automotive exports showed a decided improvement over February as well as March of last year.

Automobile parts for assembly reached a new high mark, with $16,227,348. Starting and lighting equipment, shock absorbers, bumpers, machine tools and wrenches were more than 100 per cent. above February.

Shipments of motorcycles were greater than at any time since last May, while the remaining items were in a favorable position.

Imports of automobiles and parts in March totaled $246,453 as compared with $234,017. However, the imports for the first quarter, amounting to $798,818, were 250 per cent. greater than for the same period of last year.

BURD HIGH COMPRESSION REPORTS SALES RECORDS

Rockford, Ill., May 6.—At the annual sales convention of the Burd High Compression Ring Company and its subsidiary, Liberty Foundries Company, it was announced that all sales records had been broken. Plans were released showing the immediate expansion of the firms and a new building with 10,000 square feet of floor space will be erected at once.

The new Ha-Dees heater, introduced late last year, has set a sales mark of $1,000,000, and an increase of $500,000 for the coming year is anticipated from orders now being received by the Liberty Foundries Company, the division handling this product.

About 10 per cent. of the company's output is export business, F. M. White, president, stated. Other officers include A. A. Lundgren, vice-president and salesmanager, and M. E. Wahlstrom, secretary.

Carload of Spark Plugs for European Trade

CHAMPION SPARK PLUGS are in demand in overseas markets. The photograph above shows a solid carload of Champion Spark Plugs which was shipped by the Champion Spark Plug Company of Canada, Ltd., bound for London, England.

CHRYSLER MOTORS STANDARDIZED QUALITY

All branches on the same tree; all growing out of the Chrysler root principle of standardized quality

What is the Source of All This Success?

NO STREAM can rise above its source, nor can a manufacturing business aspire to a larger scope and a richer service than are visioned by the cherished ideals of the founder.

As far back as the beginnings of Walter P. Chrysler's first car, he laid down a program so pretentious in its conception and so far-reaching in its aim that realization, even to the most optimistic, seemed to be inevitably in the remote future—a dream rather than a plan.

With those whom he associated with him, he determined to create motor cars in a wide price range, each car to challenge every other in its field for appearance, performance and value.

Surely no manufacturer ever set before himself a loftier goal than that subscribed to in this covenant—to render *better public service.*

The results of the acceptance of that high mission are now evident all about us. Tremendous and unprecedented expression of public confidence led to the formation of Chrysler Motors, a natural grouping of all the vast Chrysler properties under one active, personal direction.

There followed huge group purchases of raw materials with consequent greater dollar-for-dollar value. Finer engineering was the fruit of collective facilities for research. Interchange of manufacturing ideas and ideals enabled Chrysler Motors to spread the benefits of its unique policy of Standardized Quality over all its products. The total result has been ever new beauty, greater performance, higher quality and value.

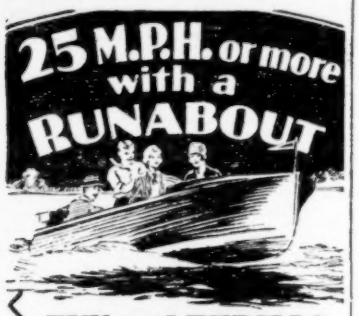
Every season has brought fresh proof that the success of Chrysler Motors is no accident, is not the product of flamboyant exploitation or extravagant claims, but is deep-rooted in a manufacturing and engineering genius of outstanding stature combined with a rare gift for understanding and satisfying the public taste.

It may still be possible for you to acquire the franchise for one of the Chrysler Motors products in your territory. Inquiries treated confidentially. Address Chrysler Corporation, Detroit.

CHRYSLER MOTORS

FOR BETTER PUBLIC SERVICE

CHRYSLER "75" • CHRYSLER IMPERIAL • CHRYSLER "65"
DODGE BROTHERS SENIOR • DODGE BROTHERS SIX
DE SOTO SIX • PLYMOUTH
DODGE BROTHERS TRUCKS, BUSES *and* MOTOR COACHES
FARGO TRUCKS *and* COMMERCIAL CARS
CHRYSLER MARINE ENGINES
All Products of Chrysler Motors



FUN and THRILLS
for Family and Friends

FOR about half the cost of a low priced car you can "drive" the waters this year in a quiet-running, Evinrude-powered runabout. More thrills at 25 miles an hour than at 60 with your car.

Cruise over cool water lanes—roads bounded only by distant shores and as traffic-free as secluded woodland paths.

Four Twin Cylinder Models

20 H. P. Speeditwin, only 95 lbs., 6 to 45 M. P. H. 14 H. P. Fastwin, only 75 lbs., 5 to 35 M. P. H. 6 H. P. Fleetwin, only 58 lbs., 4 to 25 M. P. H. 2¼ H. P. Folding Sportwin, only 43 lbs., 3 to 13 M. P. H.

Write for Evinrude Year Book

EVINRUDE DIVISION
Outboard Motors Corporation
14001A 27th St., Milwaukee, Wis.

EVINRUDE 3 to 45 Miles Per Hour

Passaic Auto Trades Group Hear Addresses By State Officials

Passaic, N. J., May 6.—Hervey S. Moore, of Trenton, state attorney for the New Jersey Automotive Trades Association and S. S. Van Dusen, treasurer of the association, were the principal speakers at last night's dinner meeting of the Passaic Auto Trades Association, composed of dealers in tires and accessories.

A short business meeting was held before the addresses and plans were made for the coming year. It was also announced that the annual convention of the state association will be held on May 14 at Hackensack. Many members of the local association are making plans to attend.

The local unit is making plans for an elaborate expansion program. David W. Levine, president of the Passaic association, was toastmaster and he praised the work which the association has been doing in the city.

Attorney Moore and Mr. Van Dusen told of work which is being done by the state association and urged the Passaic members to attend the convention which will be held in Hackensack.

HELMAR JACK COMPANY PLANS NEW HYDRAULIC

Sherman, N. Y., May 6.—The Helmar Jack Company, recently organized, has plans under way to manufacture a new type of hydraulic jack. A portion of the local plant of the Sherman Metal Products Company will be utilized for manufacturing purposes.

New Dealers Appointed

NORTH DAKOTA

Oakland-Pontiac—John Zeeb, Medina; Motor Inn, Abercrombie; Edward Vikonder, Colfax; John Isaak, Kulm; Brosnahan & Olson Company, Grafton.
Ellendale.

Graham-Paige—Roy & Guy Lynde,

OKLAHOMA

Oakland-Pontiac—Kelly-Hall Motor Co., Elk City.

OREGON

Oakland-Pontiac — Tardia Motor Car Company, Inc., Portland.

Marmon—L. R. Chambers Motor Company, Roseburg; J .J. Osenbrugge, Medford.

PENNSYLVANIA

Oakland-Pontiac—Tacony Motors, Inc., Philadelphia; West Philadelphia Motor Sales Company, Philadelphia; Black & Comp, New Bloomfield; Hi-Way Motor Company, Mount Union; Freeport Motor Company, Freeport; S. H. Yon Motor Company, Hollidaysburg; H. W. Thomas, Glen Campbell; Hill Top Garage, Royersford; Anderson-Ramsay Auto Company, Stewartstown; A. D. Kutz, Carlisle; Bernville Auto Co., Bernville.

Hupp — Hall Sargent, Lemoyne; Wm. J. Strobele, Bristol; Dravosburg Auto and Machine Company, Dravosburg; Shaw Motors, New Kensington; Perry Garage Company, N. S., Pittsburgh.

Graham-Paige — Kuntz Motor Company, Brookville.

Pierce-Arrow—Weser Siebert Company, Butler (distributor); Harry Rubinsky, Shenandoah; Eidam Bros., Hazleton; Harry Ellermeyer, Kittenning; Siebert Motor Co., Inc., New Kensington.

SOUTH CAROLINA

Pierce-Arrow — F. C. Chandler, Inc., Florence (distributor).

SOUTH DAKOTA

Auburn—Vermilion Express Garage, Vermilion.

Oakland-Pontiac—Stickney Auto Company, Stickney.

Graham-Paige — Wm. Semmler, Delmont; Artesian Auto Company, Artesian; James Valley Mtr. Company, Huron; Lineback Motor Company, Winner.

Hupp—D. T. Williams, Winfred.

Marmon—J. P. Kiesz Automobile Company, Eureka; Voss Motor Company, Milbank.

TEXAS

Auburn — Distributor, Scott's Storage, 1151 North 2nd St., Abilene.

Oakland-Pontiac—J. W. Sanders, Hearne; Baze & Bagwell, Mason; Sims Motor Company, Clarendon.

Graham-Paige — Rutledge Bros. Mtr. Company, Abilene and Sweetwater; Graham-Paige Company of Texas, Waco.

Marmon-Roosevelt—City Garage, New Braunfels.

New Accessory Dealers

OHIO

Toledo, May 6 (U. T. P. S.)—Papers have been filed with the secretary of state chartering the Johnson-Moss, Stellhorn Company, Inc., with a capital of $30,000 to deal at wholesale in a full line of automobile supplies, accessories and parts. The place of business will be at 1601 Washington St. Incorporators are Joseph A. Johnson, J. S. Moss, H. W. Stellhorn, Louise H. Johnson, Myrtle M. Moss and Lucile M. Stellhorn.

NEW JERSEY

Asbury Park, May 6.—Edward K. Megill heads the Asbury Tire & Battery Service, Inc., which has been formed here with an authorized capital of $10,000. The concern plans to handle a complete line of tires and do battery service.

NEW YORK

Jamestown, May 6.—The firm of Louis Minisker, Inc., has opened a modern gasoline, oil and accessory business at 110 Steele Street.

KENTUCKY

Walton, May 6.—R. A. Thornton of this city has sold his service station here to A. T. Wood of Erlanger. Wood will make a number of changes. He will sell accessories of all kinds and if the business developes as he hopes, he will secure the agency for one or more good lines of cars.

CLASSIFIED ADVERTISEMENTS IN THE AUTOMOTIVE DAILY NEWS BRING RESULTS

Major Specifications and Mechanical Details

Make and Model	Weight 5-P. Sed'n	Wheel Base	Engine Make	Fan Belt Type	Type	Cylinders	Bore and Stroke	Piston Disp.	Compression Ratio	Tax H. P.	Brake, H. P. and Peak R. P. M.	Pist. Make or Mat	No. Main Br.	Oil Purifier	Fuel Clean'r	Carburetor	Air Cleaner	Make and Model
Auburn 6-80	3360	120	Lyc	V	L	6	2 7/8x4 3/4	185	*5.16	19.8	65@3400	Boh	4	—	—	Sch	—	Auburn 6-80
Auburn 8-90	3770	125	Lyc	V	L	8	2 7/8x4 3/4	246	*5.15	26.4	93@3300	Boh	5	Pur	A C	Sch	—	Auburn 8-90
Auburn 120	4200	130	Lyc	V	L	8	3 1/4x4 1/2	299	*5.25	33.8	125@3600	Boh	5	Pur	A C	Sch	—	Auburn 120
Blackhawk 6	4320	127 1/2	Own	—	H	8	3 3/8x4 1/2	241.5	*5.0	27.3	85@3150	Boh	7	Wal	A C	Zen	Un	Blackhawk 6
Blackhawk 8	4185	127 1/2	Own	V	L	6	3 x4 3/4	268.5	5.50	28.8	88@3200	Boh	5	—	A C	Zen	A M	Blackhawk 8
Buick 116	*3630	116	Own	V	H	6	3 1/16x4 5/8	239	4.3	26.3	74@2800	C I	4	A C	A C	Mar	A C	Buick 116
Buick 121 and 129	*4175	121–129	Own	V	H	6	3 5/8x5	309	4.3	31.5	90 1/2@2800	C I	4	A C	A C	Mar	A C	Buick 121 and 129
Cadillac 341 B	5040	140	Own	V	LV	8	3 5/16x4 1/2	341	*5.3	35.1	95@3000	C I	3	A C	Gas	Own	—	Cadillac 341 B
Chevrolet Six	2585	107	Own	V	H	6	3 5/16x3 3/4	194	5.01	26.3	46@2600	C I	3	—	A C	Car	A C	Chevrolet Six
Chrysler Imp. 80	4120	*204 1/2	Own	V	L	6	3 5/8x5	309.3	*4.7	31.54	100@3200	Boh	7	Pur	Gas	Str	Un	Chrysler Imp. 80
Chrysler 75	3375	*185 1/2	Own	V	L	6	3 1/4x5	248.9	*5.0	25.35	75@3200	Boh	7	Pur	A C	Ball	Un	Chrysler 75
Chrysler 65	2975	*173 1/2	Own	V	L	6	3 1/8x4 1/4	195.6	*5.1	23.43	63@3400	Boh	7	Pur	A C	Str	Un	Chrysler 65
De Soto	2645	*169	Own	V	L	6	3 x4 1/8	174.9	*5.2	21.6	55@3400	Boh	4	Pur	A C	Str	Un	De Soto
Dodge Six	2900	112	Own	V	L	6	3 3/8x3 7/8	268	5.18	27.3	58@3000	Boh	7	Pur	A C	Str	Han	Dodge Six
Dodge Senior	3572	120	Own	V	L	6	3 3/8x4 1/2	241.5	5.5	27.3	78@3000	Boh	7	Pur	Yes	Str	Un	Dodge Senior
Durant 40	2670	107	Con	F	L	4	3 3/8x4 1/4	152	4.23	18.2	36@2400	Boh	3	—	—	Til	—	Durant 40
Durant 60	2850	109	Con	F	L	6	2 7/8x4 3/4	185	5.44	19.8	43@2800	Boh	4	H-W	—	Til	—	Durant 60
Durant 66	2675	112	Con	F	L	6	2 7/8x4 3/4	185	5.44	19.8	43@2800	Boh	4	H-W	Til	Til	Til	Durant 66
Durant 70	3130	119	Con	V	L	6	3 3/8x4 5/8	248.3	5.1	27.3	70@3000	Boh	7	H-W	Til	Til	Own	Durant 70
Elcar 6-75	2750	117	Lyc	V	L	6	2 7/8x4 3/4	185	5.25	19.8	61@3000	Boh	4	—	Gas	Sch	—	Elcar 6-75
Elcar 8-95-96	3470	123	Lyc	V	L	8	2 7/8x4 3/4	247	5.25	26.5	90@3000	Boh	5	—	Gas	Sch	—	Elcar 8-95-96
Elcar 8-120	3995	127–134	Lyc	V	L	8	3 1/4x4 1/2	299	5.25	33.8	115@3300	Boh	5	Pur	Gas	Sch	—	Elcar 8-120
Erskine Six	2600	109	Con	V	L	6	2 3/4x4 1/2	160	4.87	18.15	43@3000	C I	4	Han	Ste	Sch	—	Erskine Six
Essex Challenger	2660	110 1/2	Own	V	†L	6	2 3/4x4 1/2	161.4	5.7	18.27	55@3600	Lyn	3	Han	Ste	Mar	A C	Essex Challenger
Ford	2336	103 1/2	Own	V	L	4	3 7/8x4 1/4	200.5	4.22	24.03	40@2200	Lyn	3	—	A C	Zen	—	Ford
Franklin 130	3695	120	Own	—	*H	6	3 1/4x4 3/4	236	4.78	25.3	50@2500	Lyn	7	Pur	A C	Str	Un	Franklin 130
Franklin 130-137	*3865	125–132	Own	—	*H	6	3 1/2x4 3/4	274	4.68	29.4	61@2500	Lyn	7	Pur	A C	Str	Un	Franklin 135-137
Gardner 120	3410	122	Lyc	V	L	8	2 3/4x4 3/4	225.7	*5.0	24 2	7[illegible]@3200	C I	5	—	Gas	Sch	—	Gardner 120
Gardner 125	3520	125	Lyc	V	L	8	2 7/8x4 3/4	246.6	*5.05	26.5	86@3300	Boh	5	Pur	Gas	Sch	A M	Gardner 125
Gardner 130	3895	130	Lyc	V	L	8	3 1/4x4 1/2	298.6	*5.25	33.8	125@3300	Boh	5	Pur	Gas	Sch	A M	Gardner 130
Graham-Paige 612	3035	112	Own	F	L	6	3 x4 1/2	190.3	5.57	21.6	62@3200	Boh	7	—	A C	Joh	A C	Graham-Paige 612
Graham-Paige 615	3220	115	Own	F	L	6	3 1/4x4 1/2	224	5.51	25.35	76@3200	Boh	7	A C	A C	Joh	A C	Graham-Paige 615
Graham-Paige 621	4035	121	Own	F	L	6	3 1/2x5	288	5.35	29.4	97@3200	Boh	7	A C	A C	Joh	A C	Graham-Paige 621
Graham-Paige 827	4205	127	Own	F	L	8	3 3/8x4 1/2	322	5.54	36.45	120@3200	Boh	5	A C	A C	Joh	A C	Graham-Paige 827
Graham-Paige 837	——	137	Own	F	L	8	3 3/8x4 1/2	322	5.54	36.45	120@3200	Boh	5	A C	A C	Joh	A C	Graham-Paige 837
Hudson Conqueror	3785	†122 1/16	Own	V	F	6	3 1/2x5	288	5.2	29.4	92@3200	Lyn	4	—	Ste	Mar	A C	Hudson Conqueror
Hupmobile A	3040	114	Own	V	L	6	3 1/4x4 1/4	211.5	4.8	25.4	———	C I	3	Pur	Gas	Str	Han	Hupmobile A
Hupmobile M	3455	120	Own	V	L	8	3 x4 3/4	268.6	5.05	28.8	———	C I	5	Han	Gas	Str	A M	Hupmobile M
Jordan E	——	116	Con	V	L	6	3 3/8x4 5/8	248.3	—	27.4	70@3000	Boh	7	Yes	A C	Str	Yes	Jordan E
Jordan G	——	125	Con	V	L	8	3 x4 3/4	268.9	—	28.9	85@3200	Boh	5	Yes	Ste	Str	Yes	Jordan G
Kissel 6-73	3260	117	Own	V	L	6	2 7/8x4 3/4	185	5.15	19.8	———	Lyn	4	A C	Gas	Sch	A C	Kissel 6-73
Kissel 8-95	3597	125	Own	V	L	8	2 7/8x4 3/4	246.7	5.15	26.5	90@3200	Lyn	5	A C	Gas	Sch	A C	Kissel 8-95
Kissel 8-126	4444	132–139	Own	—	L	8	3 1/4x4 1/2	298	5.3	33.8	126@3300	Boh	5	A C	Gas	Sch	A C	Kissel 8-126
La Salle 328	4520	125–134	Own	V	LV	8	3 1/16x4 1/16	328	*5.3	33.8	86@3000	C I	3	A C	Gas	Own	—	La Salle 328
Lincoln 8	5010	136	Own	V	L	8	3 1/2x5	384	4.8	39.2	90@2800	Lyn	5	—	Own	Str	Un	Lincoln 8
Locomobile 48	5610	142	Own	V	T	6	4 1/2x5 1/2	525	4.25	48.6	103@2800	C I	7	—	Own	Ball	Un	Locomobile 48
Locomobile 86	3880	130	Lyc	V	L	8	3 1/4x4 1/2	298.6	5.3	33.8	102@3000	Boh	5	—	—	Str	A M	Locomobile 88
Locomobile 88	3960	130	Lyc	V	L	8	3 1/4x4 1/2	298.6	5.3	33.8	102@3000	Boh	5	—	—	Str	A M	Locomobile 86
Locomobile 90	4842	138	Own	V	L	6	3 7/8x5 1/4	372	4.25	36.0	86@2800	C I	7	—	—	Str	A C	Locomobile 90
Marmon 68	2897	114	Own	V	L	8	2 13/16x4 1/4	211	5.25	25.3	76@3200	Per	5	—	Til	Str	—	Marmon 68
Marmon 78	3182	120	Own	V	H	8	2 13/16x4	217	5.50	27.6	86@3400	Per	5	Pur	Til	Str	—	Marmon 78
Nash Stand. 6	2725	112 1/4	Own	V	L	6	3 1/8x4	184	5.0	22 5	50@2800	Boh	7	A C	A C	Car	A C	Nash Stand. 6
Nash Spec. 6	3400	116–122	Own	V	H	6	3 1/4x4 1/2	224	5.15	25.39	65@2900	Boh	7	A C	Ste	Mar	A C	Nash Spec. 6
Nash Adv. 6	*3700	121–130	Own	V	H	6	3 5/16x5	278.4	5.1	28.36	78@2900	Boh	7	A C	A C	Mar	A C	Nash Adv. 6
Oakland All-Am.	3185	117	Own	V	L	6	3 3/8x4 1/4	228	4.9	27.3	68@3000	S St.	4	A C	A C	Mar	A C	Oakland All-Amer.
Oldsmobile	2930	113 1/2	Own	V	L	6	3 3/16x4 1/8	197.5	5.2	24.4	62@3000	C I	4	A C	A C	Sch	A C	Oldsmobile
Packard 626-633	*4185	126 1/2	Own	V	L	8	3 3/16x5	320	—	32.5	90@3200	Boh	9	Pur	Yes	Own	—	Packard 626-633
Packard 640-645	4655	140	Own	V	L	8	3 1/2x5	385	—	39.2	106@3200	Boh	9	Pur	Yes	Own	—	Packard 640-645
Peerless 6-61	3025	116	Con	V	L	6	3 3/8x4	214.7	5.06	27.3	62@3000	Al	7	Yes	A C	Str	—	Peerless 6-61
Peerless 6-81	3290	116	Con	V	L	6	3 1/4x4 5/8	248	5.06	27.3	63@2600	Boh	7	Pur	A C	Str	A C	Peerless 6-81
Peerless 6-91	3200	120	Own	V	L	6	3 1/2x5	288.6	5.0	29.4	70@2500	Boh	7	Pur	A C	Str	A C	Peerless 6-91
Pi'rce-Ar'w 133-43	*4550	133–143	Own	V	L	8	3 1/2x4 3/4	366	5.0	39.2	125@3200	Boh	9	Han	A C	Str	—	Pierce-Ar'w 133-43
Plymouth	2465	*169	Own	V	†L	4	3 5/8x4 1/4	175.4	4.6	21.03	45@2800	Lyn	3	—	—	Car	Un	Plymouth
Pontiac Big Six	2970	110	Own	V	L	6	3 5/16x3 7/8	200	4.9	26.3	57@3000	S St.	3	—	A C	Mar	—	Pontiac Big Six
Reo F. C. Mate	3280	115	Con	V	L	6	3 3/8x4	214.7	5.5	27.3	60@2800	Boh	7	—	A C	Sch	Un	Reo F. C. Mate
Reo F. C. Master	3645	121	Own	V	L	6	3 3/8x5	268.3	5.3	27.3	80@3200	Lyn	7	Han	A C	Sch	Un	Reo F.C. Master
Roosevelt	——	*172	Own	—	L	8	2 3/4x4 1/4	201.9	5.25	24.2	72@3200	Per	7	—	—	Str	—	Roosevelt
St'ns-K. M N 6-80	4078	126–134	Own	V	K	6	3 3/8x4 3/4	255	5.0	27.3	70@3200	Boh	7	Ski	Til	Til	Til	St'ns-K. M N 6-80
St'ns-K. de l.H8-90	5100	137	Own	V	K	8	3 1/2x5	385	5.0	39.2	120@2800	C I	9	Ski	Til	Til	Til	St'ns-Kt. de l.H8-90
St'ns-K. de l. J8-90	*5265	145	Own	V	K	8	3 1/2x5	385	5.0	39.2	120@2800	C I	9	Ski	Til	Til	Til	St'ns-Kt. de l. J8-90
Studebak'r Dicta'r	3280	113	Own	V	L	6	3 3/8x4 1/2	242	*4.41	27.3	67@2800	C I	4	Han	A C	Str	—	Studebaker Dict.
Studebak'r Com. 6	3410	119 1/2	Own	V	L	6	3 3/8x4 5/8	248.3	*4.9	27.3	74@3000	C I	4	Han	A C	Str	—	Studebaker Com. 6
Studebak'r Com. 8	——	120	Own	V	L	8	3 1/16x4 1/4	250.4	*5.05	30.0	80@3600	Boh	9	Han	A C	Str	—	Studebaker Com. 8
Studebak'r Pres't	*4386	125–135	Own	V	L	8	3 1/2x4 3/8	337	*5.0	39.2	114@3200	Boh	5	Han	A C	Str	—	Studebaker Pres't
Stutz M	4718	134 1/2–145	Own	—	H	8	3 1/4x4 1/2	322	5.25	36.5	113@3300	Boh	9	Wal	Gas	Zen	A M	Stutz M
Viking 8	——	134 1/2–145	Own	—	LV	8	3 3/8x3 5/8	295.5	5.2	—	81@3000	C I	3	—	A C	Joh	Yes	Viking 8
Windsor 6-72	2930	120	Con	V	L	6	3 3/8x4	215	4.94	27.3	66@3200	Boh	7	A C	—	Str	—	Windsor 6-72
Windsor 6-77	2930	120	Con	V	L	6	3 3/8x4	215	4.94	27.3	66@3200	Boh	7	A C	—	Str	—	Windsor 6-77
Windsor 8-82	3600	125	Con	V	L	8	3 x4 3/4	269	5.0	28.8	88@3200	Boh	5	A C	Gas	Str	A M	Windsor 8-82
Windsor 8-92	3600	125	Con	V	L	8	3 x4 3/4	269	5.0	28.8	88@3200	Boh	5	A C	Gas	Str	A M	Windsor 8-92
Whippet Four	2383	103 1/4	Own	V	L	4	3 1/8x4 3/4	145.7	5.4	15.6	40@3200	Boh-Lyn	3	—	—	Til	—	Whippet Four
Whippet Six	2678	112 1/2	Own	V	L	6	3 1/8x3 7/8	178.3	5.13	23.4	50@3000	Boh-Lyn	7	—	Til	Til	Til	Whippet Six
Willys-Kn't St'd 6	2858	109 1/2	Own	V	K	6	2 13/16x3 7/8	158	5.5	20.7	45@3000	Boh	7	Ski	Til	Til	Til	Willys-Kt. Stand. 6
Willys-Kn't 70 B	3020	112 1/2	Own	V	K	6	2 13/16x4 3/8	178	5.5	20.7	53@3000	Boh-Lyn	7	Ski	Til	Til	Til	Willys-Kt. 70 B

KEY TO ABBREVIATIONS

CHASSIS WEIGHT

All weights are for 5-passenger sedans unless otherwise indicated, and given in pounds.

***BUICK LINE**—Weights shown on 5-passenger sedans are for Models 27 and 47. Other 5-passenger sedans include Models 41—4,130; 51—4,230; 57—4,260, and 58—4,145.

***FRANKLIN 137**—Seven-passenger sedan—4,061.

***PACKARD** 526, 533—Five-passenger club sedan on 133-inch wheel base weighs 4,080; 645—5,155.

***PIERCE-ARROW**—Road weight of 5-passenger sedan, 133 series.

***STEARNS-KNIGHT** — Seven-passenger sedan.

***NASH LINE** — 136-inch wheel base weighs 3,940 pounds.

*Studebaker President weight of 135-inch 5-passenger sedan.

WHEEL BASE

All wheel base lengths are standard, unless otherwise noted, and are given in inches. *Chrysler line shows over all length of car, including bumpers.

†Over all length on De Soto and Plymouth.

*Hudson Conqueror also available on 139-inch wheel base.

ENGINE MAKE

LYC—Lycoming Motors Corporation. **CON**—Continental Motors Corporation.

FAN BELT TYPE

V—V-Belt. **F**—Flat.

ENGINE TYPE

L—L-head. **H**—Valve in head. **F**—F-head. **K**—Knight sleeve valve. *Air cooled. †Thermos-Syphon. Where reference marks are not used engines have water pump circulation.

COMPRESSION RATIOS

*Other compression ratios available.

PISTON MATERIALS

BOH—Nelson Bohnalite pistons. **C. I.**—Cast Iron. **LYN**—Lynite. **BOH-LYN**—Both Bohnalite and Lynite pistons are used. **S. ST.**—Semisteel. **AL**—Aluminum. **PER**—Permite.

OIL PURIFIERS

PUR—Purolator. **A C**—A C Spark Plug. **H W**—Rich Tool Company. **SKI**—Skinner. **HAN**—Handy. **WAL**—Wall.

FUEL CLEANERS

A C—A C Spark Plug Company. **GAS**—Gascolator Bassick Manufacturing Company. **STE**—Stewart-Warner. **TIL**—Tillotson.

CARBURETOR

SCH—Schebler. **MAR**—Marvel. **CAR**—Carter. **STR**—Stromberg. **BALL**—Ball & Ball. **JOH**—Johnson. **TIL**—Tillotson. **ZEN**—Zenith.

AIR CLEANERS

A C—A C Spark Plug Company. **UN**—United. **TIL**—Tillotson. **A M**—Air Maze. **HAN**—Handy.

ST. CLAIR RUBBER CO. PLANS TO BROADEN ITS MERCHANDISING ACTIVITY

Marysville, Mich., May 6.—An extensive new program to broaden the merchandising activities of the St. Clair Rubber Company has just been announced by C. A. Pfeffer, general manager. In connection with the new plans, Pfeffer announces the appointment of William A. Watts, as director of sales operating directly from the Marysville factory.

Watts has had a wide and extensive experience in the top material field of the automotive industry, having formerly represented the Pantasote Company from 1910 to 1923 in Detroit, and, following that connection, he was with the Standard Textile Products Company, directing the sales of Meritas.

David, Kraus & Miller will continue to represent this company under the new sales expansion policy.

FRITZ AND BECKWITH CO. ADDING TO ITS EQUIPMENT

Corry, Pa., May 6.—The firm of Fritz and Beckwith, operating a garage, service station and accessories store at North Center and Irving streets has announced plans for enlarging its facilities. The addition will include modern shop equipment.

NEW SERVICE STATION FOR SIOUX CITY, IOWA

Sioux City, Ia., May 6.—The Associated Super-Service Station Company has started construction of a $10,000 building at Seventh and Pearl Streets, north of its present location at 719-23 Pearl St., Frank Hennessy, manager of the station, will install modern greasing, washing, battery, brake and tire equipment.

# of Present American Passenger Car Models

Make and Model	Ignition System	Gen. and Starter	Clutch	Gear Set	Universals	Rear Axle	Ratio	Brakes	Steering Gear	Rear Springs	Chassis Lubric.	Tires	Make and Model
Auburn 6-80	Del-R	*Del-R	Long	War-G	Un P	Col ½	4.9	H	Ross	Semi 56¾	Bijur	18x5.50	Auburn 6-80
Auburn 8-90	Del-R	*Del-R	Long	War-G	Un P	Col ½	4.7	H	Ross	Semi 56¾	Bijur	18x6.00	Auburn 8-90
Auburn 120	Del-R	*Del-R	Long	Detr	Un P	Col ½	4.45	H	Ross	Semi 56¾	Bijur	18x6.50	Auburn 120
Blackhawk 6	Del-R	Del-R	Borg	*Detr	Un P	Sal ½	4.75	H	Gem	Semi 60	Bijur	31x6.00	Blackhawk 6
Blackhawk 8	Del-R	*Del-R	Borg	*Detr	Un P	Sal ½	†4.75	H	Gem	Semi 60	Bijur	31x6.00	Blackhawk 8
Buick 116	Del-R	Del-R	Own	Own	Own	Own ¾	4.9	M	Jac	Cant 48	Al-Z	30x5.50	Buick 116
Buick 121 and 129	Del-R	Del-R	Own	Own	Own	Own ¾	4.63	M	Jac	Cant 48	Al-Z	32x6.50	Buick 121 and 129
Cadillac 341 B	Del-R	Del-R	Own	Own	Spicer	Own-F	*5.08	M	Jac	Semi 60	Alem	20x7.00	Cadillac 341 B
Chevrolet Six	Del-R	*Del-R	Own	Own	Own	Own ½	3.8	M	Own	Semi 54	Alem	20x4.50	Chevrolet Six
Chrysler Imp. 80	Del-R	Del-R	Own	Own	Un P	Own ½	†4.45	H	Ross	Semi 58 3/16	Al-Z	18x7.00	Chrysler Imp. 80
Chrysler 75	Del-R	Del-R	Own	Own	Un P	Own ½	†4.30	H	Gem	Semi 57¾	Al-Z	18x6.00	Chrysler 75
Chrysler 65	Del-R	*Del-R	Own	Own	Un P	Own ½	†4.9	H	War	Semi 55⅜	Al-Z	18x5.50	Chrysler 65
De Soto	N. E.	*N. E.	Borg	Own	Un P	Own ½	4.7	H	War	Semi 53½	Al-Z	19x5.00	De Soto
Dodge Six	N. E.	*N. E.	Borg	Own	Spicer	Own ½	4.72	H	Gem	Semi 54	Al-Z	19x5.50	Dodge Six
Dodge Senior	N. E.	*N. E.	Borg	Own	M M	Own ½	4.45	H	Gem	Semi 55½	Al-Z	19x6.00	Dodge Senior
Durant 40	Aut-L	*Aut-L	Own	Own	Spicer	Own ½	4.44	Bendix	Own	Semi 53¾	Alem	28x4.75	Durant 40
Durant 60	Aut-L	*Aut-L	Own	Own	Spicer	Own ½	4.44	Bendix	Own	Semi 53¾	Alem	29x5.00	Durant 60
Durant 66	Aut-L	*Aut-L	Own	*Own	Spicer	Own ½	3.9	Bendix	Own	Semi 54	Alem	29x5.00	Durant 66
Durant 70	Aut-L	*Aut-L	Own	*Own	Spicer	Own ½	3.72	Bendix	Own	Semi 54	Alem	29x5.50	Durant 70
Elcar 6-75	Del-R	*Del-R	Long	War-G	Spicer	Sal ½	4.9	H	Ross	Semi 53½	Alem	29x5.00	Elcar 6-75
Elcar 8-95-96	Del-R	*Del-R	Long	War-G	Spicer	Sal ½	4.9	H	Ross	Semi 56	Alem	30x5.50	Elcar 8-95-96
Elcar 8-120	Del-R	*Del-R	Long	War-G	Spicer	Sal ½	4.8	H	Ross	Semi 57½	Oil c	32x6.50	Elcar 8-120
Erskine Six	Del-R	*Del-R	Long	War-G	Spicer	Tim ½	4.78	Bendix	Gem	Semi 52	Al-Z	20x4.75	Erskine Six
Essex Challenger	Aut-L	*Aut-L	Own	Own	Spicer	Own ½	5.6	Bendix	Gem	Semi 54⅞	Alem	30x5.00	Essex Challenger
Ford	Own	*Own	Own	Own	Own	Own ¾	3.7	M	Own	Tr Semi	Al-Z	30x4.50	Ford
Franklin 130	Del-R	*Del-R	Brn-L	Detr	Spicer	Own ½	4.54	H	Ross	El 38	Al-Z	19x6.00	Franklin 130
Franklin 135-137	Del-R	*Del-R	Brn-L	War-G	Spicer	Own ½	4.73	H	Own	El 38	Al-Z	19x6.50	Franklin 135-137
Gardner 120	Del-R	*Del-R	Borg	War-G	Spicer	Col ½	4.9	H	Ross	Semi 54	Bass A	29x5.50	Gardner 120
Gardner 125	Del-R	*Del-R	Borg	War-G	Spicer	Col ½	4.9	H	Ross	Semi 54	Bass A	31x6.00	Gardner 125
Gardner 130	Del-R	*Del-R	Borg	War-G	Spicer	Col ½	4.45	H	Ross	Semi 57	Bass A	30x6.50	Gardner 130
Graham-Paige 612	Del-R	*Del-R	Long	War-G	Un P	Cla ½	4.7	H	Ross	Semi 54	Al-Z	19x5.00	Graham-Paige 612
Graham-Paige 615	Del-R	*Del-R	Long	*War-G	Un P	Sal ½	3.9	H	Ross	Semi 58	Al-Z	19x5.50	Graham-Paige 615
Graham-Paige 621	Del-R	Del-R	Long	*War-G	Un P	Cla ½	3.6	H	Ross	Semi 58	Bijur	19x6.00	Graham-Paige 621
Graham-Paige 827	Del-R	Del-R	Long	*War-G	Un P	Cla ½	3.6	H	Ross	Semi 58	Bijur	19x6.50	Graham-Paige 827
Graham-Paige 837	Del-R	Del-R	Long	*War-G	Un P	Cla ½	3.9	H	Ross	Semi 58	Bijur	19x6.50	Graham-Paige 837
Hudson Conqueror	Aut-L	Aut-L	Own	Own	Spicer	Own ½	†4.45	Bendix	Gem	Semi 57 11/16	Alem	31x6.00	Hudson Conqueror
Hupmobile A	Aut-L	*Aut-L	Borg	Detr	M M	Own ½	4.73	S	Ross	Semi 54	Alem	29x5.50	Hupmobile A
Hupmobile M	Aut-L	*Aut-L	Long	Detr	Un P	Own ½	4.36	S	Ross	Semi 57¼	Alem	31x6.00	Hupmobile M
Jordan E	Aut-L	*Aut-L	Long	War-G	Clev	Col ½	4.5	H	Gem	Semi 55¾	—	28x5.50	Jordan E
Jordan G	Aut-L	*Aut-L	Long	War-G	Clev	Col ½	4.25	H	Gem	Semi 55¾	—	30x6.00	Jordan G
Kissel 6-73	Del-R	*Del-R	Borg	War-G	M M	Col ½	5.3	H	Ross	Semi 57	Alem	30x6.00	Kissel 6-73
Kissel 8-95	Del-R	*Del-R	Borg	War-G	M M	Col ½	5.1	H	Ross	Semi 57	Alem	30x6.00	Kissel 8-95
Kissel 8-126	Del-R	*Del-R	Borg	War-G	M M	Tim ½	4.8	H	Ross	Semi 60	Alem	30x6.75	Kissel 8-126
La Salle 328	Del-R	Del-R	Own	Own	Spicer	Own ¾	*4.54	M	Jac	Semi 58	Alem	19x6.50	La Salle 328
Lincoln 8	Del-R	Del-R	Own	Own	Spicer	Tim-F	4.58	Bendix	Own	Semi 60	Alem	32x6.75	Lincoln 8
Locomobile 48	Del-R	*West	Own	Own	Spicer	Own-F	3.50	Bendix	Ross	¾ El 50	Al-Z	33x6.75	Locomobile 48
Locomobile 88	De J	*De J	Borg	War-G	Spicer	Sal ½	4.81	Bendix	Ross	Semi 58	Al-Z	30x6.50	Locomobile 88
Locomobile 86	De J	*De J	Borg	War-G	Spicer	Sal ½	4.81	Bendix	Ross	Semi 58	Al-Z	30x6.50	Locomobile 86
Locomobile 90	De J	*De J	Own	Own	Own	Eat ½	4.50	Bendix	Ross	Semi 60	Al-Z	33x6.75	Locomobile 90
Marmon 68	Del-R	*Del-R	Rock	War-G	Spicer	Sal ½	4.9	Bendix	Ross	Semi 56⅛	*Al-Z	29x5.50	Marmon 68
Marmon 78	Del-R	Del-R	Rock	Mun	Spicer	Sal ½	4.9	Bendix	Ross	Semi 56 5/16	*Al-Z	31x6.00	Marmon 78
Nash Stand. 6	Aut-L	*Aut-L	Borg	Own	Fab	Own ½	4.77	M	Ross	Semi 50⅞	Alem	30x5.00	Nash Stand.
Nash Spec. 6	*Aut-L	Aut-L	Borg	Own	Met-Fab	Own ½	4.88	M	*Ross	Semi 54	Bijur	29x5.50	Nash Spec. 6
Nash Adv. 6	*Aut-L	Aut-L	Borg	Own	Met-Fab	Own ½	4.5	M	Gem	Semi 56½	Bijur	32x6.00	Nash Adv. 6
Oakland All-Amer.	Del-R	*Del-R	Own	Own	Own	Own ½	4.45	M	Jac	Semi 54½	Al-Z	29x5.50	Oakland All-Amer.
Oldsmobile	Del-R	Del-R	Borg	Mun	*Fab-Met	Own ½	4.41	Bendix	Jac	Semi 54½	Alem	28x5.25	Oldsmobile
Packard 626-633	N. E.	*Dyn	Own	Own	M M	Own ½	†4.60	Bendix	Own	Semi 56	Bijur	*32x6.00	Packard 626-633
Packard 640-645	N. E.	*Dyn	Own	Own	M M	Own ½	4.38	Bendix	Own	Semi 56-62	Bijur	32x7.00	Packard 640-645
Peerless 6-61	Aut-L	*Aut-L	Borg	Detr	Spicer	Col ½	4.88	H	Ross	Semi 54¼	Alem	29x5.20	Peerless 6-61
Peerless 6-81	Aut-L	*Aut-L	Borg	Detr	Spicer	Col ½	4.44	H	Ross	Semi 54	Alem	31x6.00	Peerless 6-81
Peerless 6-91	Aut-L	*Aut-L	Borg	Detr	Spicer	Col ½	4.25	H	Ross	Semi 54	Alem	31x6.00	Peerless 6-91
Pierce-Arrow 133-43	Del-R	Del-R	Long	Own	Spicer	Own ½	4.23	*Bendix	Gem	*Semi 60	Al-Z	*19x6.50	Pierce-Arrow 133-43
Plymouth	Del-R	*Del-R	Rock	Own	Own	Own ½	4.3	H	War	Semi 53½	Al-Z	20x4.75	Plymouth
Pontiac Big Six	Del-R	*Del-R	Own	Own	M M	Own ½	4.42	M	Jac	Semi 54	Al-Z	29x5.00	Pontiac Big Six
Reo F. C. Mate	Del-R	Del-R	Borg	War-G	Spicer	Sal ½	4.45	H	Ross	Semi 55	Al-Z	30x6.00	Reo F. C. Mate
Reo F. C. Master	Del-R	Del-R	Long	Own	Detr	Own ½	4.42	H	Ross	Semi 55	Al-Z	30x6.50	Reo F. C. Master
Roosevelt	Del-R	*Del-R	Long	—	—	— ½	—	M	Ross	Semi 54⅛	—	29x5.00	Roosevelt
Stearns-K. M N 6-80	Aut-L	*Aut-L	Borg	Own	M M	Own ¾	4.7	Own	Ross	Semi 63⅛	Alem	32x6.00	Stearns-K. M N 6-80
St'ns-K. de l. H8-90	De J	*De J	Long	Own	M M	Tim ½	4.5	Bendix	Gem	Semi 62¾	Alem	32x6.75	St'rns-K. de l. H8-90
St'ns-K. de l. J8-90	De J	*De J	Long	Own	M M	Tim ½	4.5	Bendix	Gem	Semi 62¾	Alem	32x6.75	St'rns-K. de l. J8-90
Studebaker Dict.	Del-R	*Del-R	Long	Own	Spicer	Own ½	4.3	Bendix	Ross	Semi 50⅝	Al-Z	20x5.50	Studebaker Dict.
Studebaker Com. 6	Del-R	Del-R	Long	War-G	Spicer	Own ½	3.91	Bendix	Ross	*Semi 54	Al-Z	19x5.50	Studebaker Com. 6
Studebaker Com. 8	Del-R	Del-R	Long	War-G	Spicer	Own ½	4.36	Bendix	Ross	*Semi 54	Al-Z	19x5.50	Studebaker Com. 8
Studebaker Pres.	Del-R	Del-R	Long	Own	Spicer	Own ½	*4.08	Bendix	Ross	*Semi 60	Al-Z	*20x6.00	Studebaker Pres.
Stutz M	Del-R	Del-R	Borg	*Detr	M M	Tim ½	4.5	H	Gem	Semi 62¼	Bijur	32x7.00	Stutz M
Viking 8	Del-R	Del-R	Borg	Mun	M M	Own ¾	4.46	M	Jac	Semi	—	30x6.00	Viking 8
Windsor 6-72	Del-R	*Del-R	Borg	War-G	M M	Col ½	4.9	H	Ross	Semi 54	Olio M	29x5.50	Windsor 6-72
Windsor 6-77	Del-R	*Del-R	Borg	*War-G	M M	Col ½	4.9	H	Ross	Semi 54	Olio M	29x5.50	Windsor 6-77
Windsor 8-82	Del-R	*Del-R	Borg	War-G	M M	Col ½	4.63	H	Ross	Semi 54	Olio M	31x6.00	Windsor 8-82
Windsor 8-92	Del-R	Del-R	Borg	*War-G	M M	Col ½	3.9	H	Ross	Semi 54	Olio M	31x6.50	Windsor 8-92
Whippet Four	Aut-L	*Aut-L	Borg	Own	M M	Own ½	4.56	*Bendix	Own	Semi 49½	Alem	28x4.75	Whippet Four
Whippet Six	Aut-L	*Aut-L	Rock	Own	M M	Own ½	4.56	*Bendix	Own	Semi 53	Alem	29x5.00	Whippet Six
Willys-Kn't St. 6	Aut-L	*Aut-L	Rock	Own	M M	Own ½	5.11	*Bendix	Own	Semi 51¾	Alem	29x5.00	Willys-Kn't St. 6
Willys-Kn't 70 B	Aut-L	*Aut-L	Rock	Own	M M	Own ½	4.89	*Bendix	Own	Semi 53	Alem	29x5.50	Willys-Kn't 70 B

IGNITION SYSTEM

*On Nash line the Advanced and Special Six use twin ignition.

DEL-R—Delco-Remy. **N. E.**—North East. **AUT-L**—Auto-Lite. **DE J**—De John.

GENERATOR AND STARTER

*This sign appears before each model in this column in which a Bendix starter drive is used.

DEL-R—Delco-Remy. **N. E.**—North East. **AUT-L**—Auto-Lite. **DE J**—De John. **DYN**—Owen Dyneto. **WEST**—Westinghouse.

CLUTCHES

LONG—Long. **BORG**—Borg & Beck. **ROCK**—Rockford. **BRN-L**—Brown-Lipe.

GEAR SET

*Four speed gear sets used as standard †Equipped with no back transmission device.

These transmissions are three-speed standard, unless noted. **WAR-G**—Warner Gear. **DETR**—Detroit. **BRN-L**—Brown-Lipe. **MUN**—Muncie gear.

UNIVERSAL

UN P—Universal Products. **SPICER**—Spicer Mfg. **FAB**—Fabric. **CLEV**—Cleveland. **M M**—Mechanics Machine. *Oldsmobile uses Goodrich fabric front and Universal Products metal rear.

REAR AXLES

½—Semi-floating. ¾—Three-quarters floating. F—Full floating. **COL**—Columbus. **SAL**—Salisbury. **TIM**—Timken. **CLA**—Clark Equipment. **EAT**—Eaton.

GEAR RATIOS

Gear ratios given are standard, unless otherwise indicated.

†Other gear ratios available.

*Cadillac—Other ratio of 4.39 available.

*La Salle—Other ratios of 4.91 and 4.09 available.

*Studebaker President 135-inch model 4.31.

BRAKES

H—Hydraulic. **M**—Mechanical. **BENDIX**—Bendix Brake. **WEST-V**—Westinghouse Vacuum. **S**—Steeldraulic.

*Bendix front, own rear.

STEERING GEAR

ROSS—Ross Gear and Tool. **JAC**—Jacox. **GEM**—Gemmer Mfg. **WAR**—Warner Gear Company. *Nash Special 6 models have both Gemmer and Ross.

SPRINGS

This column lists length and type of rear springs only.

*Use Fafnir ballbearing spring shackles.

CANT—Cantilever. **SEMI**—Semi-elliptic. **TR**—Transverse. **EL**—Full elliptic.

CHASSIS LUBRICATION

*On Marmon models this applies only to front axle, and steering assemblies chassis has rubber shock insulator and requires no lubrication.

ALEM—Alemite. **AL-Z**—Alemite Zerk. **BASS A**—Bassick Automatic. **BIJUR**—Bijur. **BOWEN**—Bowen. **OIL c**—Oil cups **OILOM**—Oilometer system.

TIRES

*On Pierce-Arrow 143, 18x7.00.

Studebaker President 135-inch model 18x6.50.

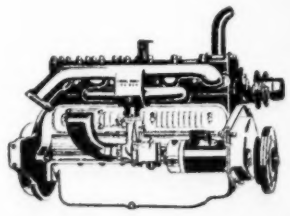
Sufficient Testimony

Conceived in a day when the gasoline motor was very little more than an idea just taking shape in metal, Continental has been nursed at the breast of constant experimentation, cradled in the arms of engineering skill and vision and reared in the stern school of competitive thinking as well as competitive manufacturing. That it has thrived and flourished until today it is the largest exclusive manufacturer of gasoline motors in the world is sufficient testimony that the hands which guide it are strong and swift and sure.

CONTINENTAL MOTORS CORPORATION

Offices: Detroit, Michigan, U. S. A.
Factories: Detroit and Muskegon

The Largest Exclusive Motor Manufacturers in the World



Continental Motors

TODAY'S NEW COMMERCIAL CAR REGISTRATIONS FOR APRIL, 1929

These returns are carried in Automotive Daily News from day to day as received up to hour of publication. Recapitulation of these daily reports is published every Friday

Commercial Car Registrations do not include buses.

States	Autocar	Brockway	Chevrolet	Diamond-T	Dodge	Fargo	Federal	Ford	G. M. C.	Indiana	International	Mack	Pierce-Arrow	Relay	Reo	Republic	Rugby	Sterling	Stewart	Studebaker	Whippet	White	Willys-Knight	Yellow	Miscellaneous	Totals	States
Illinois	18		847	86	123	11	13	1111	43	5	188	27	2	1	42	1		11	1		15	35			135	2720	Ill.

TODAY'S NEW COMMERCIAL CAR REGISTRATIONS FOR MARCH, 1929

These returns are carried in Automotive Daily News from day to day as received up to hour of publication. Recapitulation of these daily reports is published every Friday

Commercial Car Registrations do not include buses.

States	Autocar	Brockway	Chevrolet	Diamond-T	Dodge	Fargo	Federal	Ford	G. M. C.	Indiana	International	Mack	Pierce-Arrow	Relay	Reo	Republic	Rugby	Sterling	Stewart	Studebaker	Whippet	White	Willys-Knight	Yellow	Miscellaneous	Totals	States
Indiana	1		673	9	80	6	6	750	56	31	86	2		1	43		1		10	15	15	12	1		8	1806	Ind.
Louisiana	1		225	5	25	1	2	255	12		27	3			1						1	9				567	La.
Maine			101		8			98	1		3				13						1					225	Maine
Mass'setts	31	24	408	8	114	25	11	701	73		72	39	2	1	95		2	17	12	9	15	35	2		40	1736	Mass.
Nebraska			282	1	34		1	219	23	2	70	1			13		2			5	1	2			1	657	Neb.
N. Mexico			61		14			48	4		10				1						1					139	N. M.
Penn'vania	34	64	841	17	207	30	11	1088	98	1	126	50	6	9	108	4	8	20	25	15	36	41	2		54	2895	Penn.
Tennessee			221		19		5	112	20		7	1			5					1	2	7			2	402	Tenn.
Vermont			46		14	1	2	74	5		18				5					2		2			1	170	Vt.

Dealers desiring the Auburn franchise should have their names on file now

71.5% SALES INCREASE

Jan. Feb. Mar. 1928 [redacted]

Jan. Feb. Mar. 1929 [redacted]

—The value of Auburn cars
—The Auburn dealer policy
—The growing public acceptance
—And the aggressive management
Makes this franchise daily more profitable.

AUBURN

Powered by Lycoming

Airmail postage has been reduced to 5 cents for the first ounce and 10 cents for each additional ounce. Use Airmail daily for quicker communication. The development of Aviation is vital to American progress.

6-80 Sedan $1095; 6-80 Sport Sedan $995; 6-80 Cabriolet $1095; 6-80 Victoria $1095; 8-90 Sedan $1495; 8-90 Sport Sedan $1395; 8-90 Speedster $1495; 8-90 Phaeton Sedan $1695; 8-90 Cabriolet $1495; 8-90 Victoria $1495; 8-90 7-Pass. Sedan $1595; 120 Sedan $1895; 120 Sport Sedan $1795; 120 Speedster $1895; 120 Phaeton Sedan $2095; 120 Cabriolet $1895; 120 Victoria $1895. Prices f. o. b. Auburn or Connersville, Ind. *Equipment other than standard extra.*

AUBURN AUTOMOBILE CO., AUBURN, INDIANA

Seiler Says 1929 May Top Truck Industry's Records

Pontiac, Mich., May 6.—The record-breaking production of steel and automobiles in the first quarter of 1929 is being reflected in a heavy demand for motor trucks, which leads to the prediction by Paul W. Seiler, president of General Motors Truck Company, that this may be the best year in the entire history of the truck industry to date.

"Certainly, it will be the best year in the history of the General Motors Truck Company," said Mr. Seiler today. "Business to date and orders on hand for General Motors Truck Company products, which exceed all previous records, would seem to bear out this prediction.

"The truck industry is quick to feel the stimulus of general industrial activity," Mr. Seiler said. "Modern business moves on wheels, and trucks have taken their place beside steel as a business barometer. The general activity now is making possible new truck production peaks.

"Sales of building materials, which were offset in most localities for the first quarter of the year, have taken a decided upturn since April 1.

"The volume of unfilled steel tonnage reported by the United States Steel Corporation in February was up 34,854 tons over the preceding month, and this was the third consecutive monthly gain in unfilled tonnage.

"New records were reported also for other industries, which, according to the conference of statisticians in industry, are not unreasonably high when considered in the face of long-time trends.

"It is evident that manufacturers, merchants, farmers and all business men are realizing that if they are to share in this general prosperity they must be prepared to "deliver the goods."

"All of this vast production, all of this increasing consumption, means increased movement of goods and commodities. It means a greater need for effective truck transportation than we have ever known.

"Reports from our branches indicate that conditions generally are sound and a favorable outlook for the remainder of this quarterly period may conservatively be announced.

"It is significant," Mr. Seiler further stated, "that there is an unusually strong demand for trucks of larger capacity—the Buick powered models for medium and heavier duty—along with the increase in sales of models powered by Pontiac motors."

EXPORT OF CARS, TRUCKS TO HUNGARY INCREASES

Washington, May 6.—Exports of American motor cars and trucks to Hungary, regarded as essentially a "horse" country, increased 120 per cent. and 82 per cent., respectively, last year over 1927, the automotive division of the Department of Commerce announced today.

Of the total sales of motor vehicles in Hungary last year the American share represented 40 per cent., nearly double the percentage for 1927. The American share of trucks last year was 43 per cent., a slight increase over the previous year.

The closed car seems to be the most popular in demand in Hungary, while there is an increasing use of automobiles by merchants, professional men and industrial concerns calling for light cars with low gasoline consumption, the report points out.

"The general outlook for the 1929 automotive market is good," the report states. "The demand will be for light, cheap passenger cars and trucks, there being little demand for expensive cars.

"American cars are very popular as they meet the peculiar conditions obtaining in this market, and there is every indication that they will maintain the splendid position they reached during 1928."

BLAKE MADE WILLYS-KNIGHT ZONE MANAGER IN SEATTLE

Seattle, Wash., May 6.—W. P. Blake has been appointed Pacific Northwest zone manager for Willys-Knight Pacific company. Mr. Blake has been assistant branch manager in Seattle.

WILBUR MOTOR SALES TAKES ON MYERS SYSTEM

Grand Rapids, Mich., May 6.—Wilbur Motor Sales Company has taken on Myers Chassis Lubricating System. This company is rebuilding this system into all lines of passenger car and trucks. Glenn R. Wilbur was formerly purchasing agent for Republic and Ruggles Motor Truck companies.

SUPER SERVICE STATION OPENED IN ENGLEWOOD, N. J.

Englewood, N. J., May 6.—The Blue Goose Super Service Station, Inc., has been opened at 21 S. Van Brunt St., this city, featuring three types of service, washing, brake service and greasing. A Cowdrey electric brake testing machine has been installed and Raybestos lining is being featured.

DENIES SPICER WILL MOVE BROWN-LIPE GEAR PLANT

Syracuse, N. Y., May 6.—Charles A. Dana, president of the Spicer Manufacturing Company, emphatically denies the report from Toledo, published last week, that the company will remove its Brown-Lipe Gear plant from Syracuse to Toledo.

SETTLED OUT OF COURT

Cincinnati, O., May 6.—Settlement having been effected out of court, Robert R. Mevin, United States judge, entered an order dismissing the patent infringement suit of Darwin M. Heston, Evansville (Ind.) inventor, against R. M. Hollingshead, Cincinnati. The patent in the suit covers an alleged improvement in grease pumps

Aviation Daily News

M. E. A. Completes Survey Of Aircraft Parts Market

New York, May 6.—What the rapidly growing aircraft industry offers in the way of sales possibilities to the automotive equipment industry is shown in a survey of the aircraft market just completed and placed in the hands of members by the Motor and Equipment Association, national organization of parts, accessory and shop equipment wholesalers and manufacturers.

The survey shows that a good many automotive wholesalers and approximately 350 automotive manufacturers in the association membership are already supplying either replacement or original equipment items to the aircraft market. It suggests ways and means of serving the market to the membership generally.

The survey points to the activities of approximately 150 aircraft makers, twenty aircraft engine manufacturers, thirty-five operators of scheduled flying routes, 600 operators of special and taxi air services and 1,200 flying fields in the United States as evidence of the importance of the business. Comment is also made on the rapid strides in flying and production of planes made possible by engineering improvements and the wide financial support which has come to the industry, particularly within the past few months.

The survey lists upward of 100 parts, accessory and supply items and 100 shop equipment and tool items for repair work which are in common demand at flying fields and also outlines work done and the parts used in typical repair jobs on both aircooled and watercooled motors.

Particular attention is paid in the survey to the experiences of automotive wholesalers in the various parts of the country who have cultivated neighborhood airports and developed considerable business as a result. While recognizing the special facilities and services of specialty distributors of aircraft products, the survey indicates the trend similar to that in the early days of the automotive industry toward the neighborhood supply house, which, because of pormpt service, has become the dominant source of supply in the automotive field.

A number of M. E. A. wholesalers, the survey points out, have established well defined aircraft departments, while others, by the use of full-time or part-time salesmen, have entered into intensive cultivation of the business. Several have issued special aircraft catalogs or sections of their regular catalogs devoted to aircraft products, or at least have issued price lists of aircraft products. A number of jobbers have allied themselves financially or otherwise with aircraft distributing or operating companies with the object of getting close to the business.

On the manufacturing side, a number of M. E. A. members are among the most prominent manufacturers of aircraft parts, supplying the airplane or engine builders or the replacement market, or both.

The survey follows closely upon the publication by the M. E. A. of its Buyers Guide of Aircraft Products, which listed several hundred aircraft parts, accessory and shop equipment items made by manufacturer members and the main and branch stores of wholesaler members. This Buyers' Guide has been widely distributed in the aircraft industry and has been useful to aircraft manufacturers, operators and service men, and to automotive wholesalers seeking sources of supply for aircraft products.

The M. E. A. Aircraft Survey was made by the sales development department of the association and is one of a number of analyses of special markets already completed or under way. A summary of the principal subjects covered in the survey is given below:—

1. Growth of the industry; developments in air transportation.
2. Aviation progress in various sections of the country.
3. Distribution policies of aircraft, aircraft engine, parts and accessory manufacturers.
4. The automotive wholesaler in the aircraft industry. Sales possibilities, classes of competition, establishment of aircraft department, cultivation of the market; overhaul and replacement business per plane; experiences of wholesalers developing airport business.
5. Summarizing suggestions to manufacturers and wholesalers.

MARTIN JENSEN FORMS NEW AIRCRAFT COMPANY

Newark, N. J., May 6.—Martin Jensen, holder of the world's solo flight record, with a group of associates has formed the Jensen Aircraft and Marine Corporation for the purpose of manufacturing and developing a comprehensive aviation business. The new concern has been incorporated in New York, and has an initial capitalization of 1,000 common shares. A large plot of ground already has been acquired in Newark, where a field will be built. The Jensen Aircraft and Marine Corporation intends to combine with another large aviation manufacturing company, he said.

SKY HARBOR CLUB TO OPEN FLYING SCHOOL

Chicago, May 6.—The Sky Harbor Institute, which is a part of the Sky Harbor Aviation Country Club, located in Chicago's North Shore section, will open on June 1 as a complete and fully approved flying school.

PAN-AMERICAN AIRWAYS MAIL CONTRACT VALID

Washington, May 6.—Postmaster General Walter F. Brown has been advised by the attorney general that he has found no infirmity in the contract awarded by former Postmaster General New to the Pan-American Grace Airways, Inc., of New York for air mail service from Cristobal, Canal Zone, and Santiago, Chile, with an extension over the Andes Mountains to Buenos Aires, Argentina, it was announced May 3. The full text of the statement follows:—

This contract was awarded by Mr. New on March 2, 1929, but protest was lodged against the action of the former postmaster general by the American International Airways, Inc., of New York city, which concern was the lowest bidder for the route. After a hearing on the protest, Postmaster General Brown referred the legal questions involved to the Department of Justice.

Washington, May 6.—Legality of the air mail contract awarded by former Postmaster General New to the Pan American-Grace Airways, Inc., of New York, for a line from Cristobal, C. Z., to Santiago, Chile, was affirmed by the Justice Department.

WESTERN AIR EXPRESS TO ISSUE NEW STOCK RIGHTS

Los Angeles, May 6.—Western Air Express Corporation has offered stockholders of record May 20 the right to subscribe to additional shares at $45 a share in ratio of one new share for every four held. Funds to be received will be expended for construction of a new airport to be located near Alhambra and for the construction of other airports and equipment in connection with establishment of a new passenger line between Los Angeles and Kansas City.

Western Air Express, according to last balance sheet, had 107,075 shares outstanding and new financing will entail issuance of 26,769 new shares at $45 a share, netting the company approximately $1,200,000.

FRANCE NOW HAS 21 AIR MAIL ROUTES

Washington, D. C., May 6.—France has made available twenty-one air mail routes for the transmission of mail to various parts of continental Europe, according to a memorandum sent to postmasters by the second assistant postmaster general, W. Irving Glover, which the Post Office Department has just made public.

VICTOR METAL AIRCRAFT TO MAKE ALL-METAL PLANE

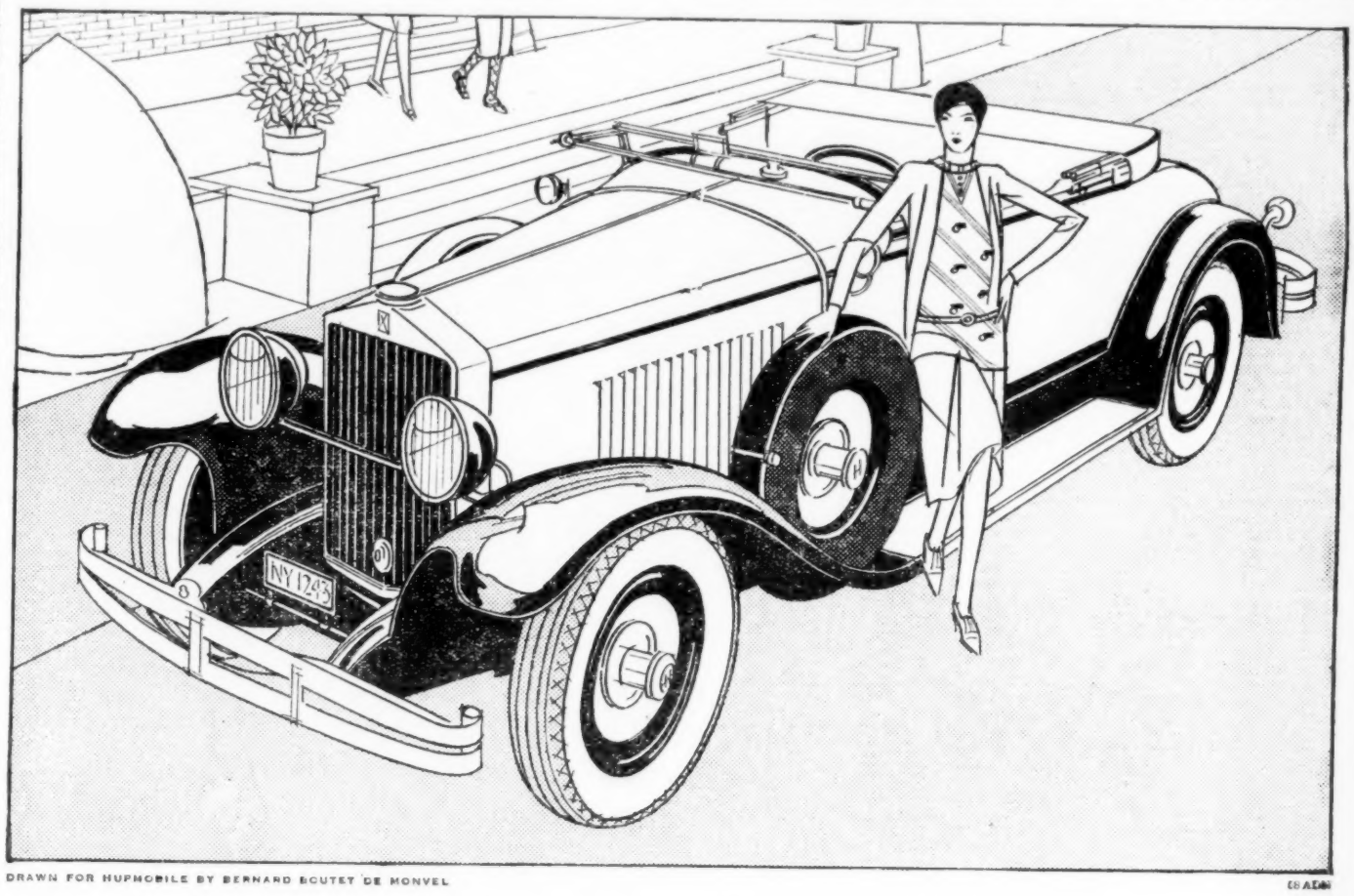
Camden, N. J., May 6.—Quantity production of an all-metal plane to sell for less than $3,000 is to be started in Camden, according to Major Earl A. Cryne, president. The plane is to be manufactured at a minimum rate of five planes a day by the Victor Metal Aircraft Corporation, 1204 West Jersey Building. The production of cabin planes will follow, Major Cryne said production will start immediately. Location of the factory site, he said, will be announced in a few days.

The factory will cover almost an acre adjoining a modern up-to-date landing field, where every plane will be flight-tested. Two separate plants will be built, one for motor testing and the other for wing and fuselage assemblage. Major Cryne said the product was perfected, and the organization to manufacture it was completed after a year of experimenting and study.

New York, May 6.—Stout-D. & C. Air Lines, Inc., which operates a fleet of flying boats and airplanes between Detroit, Cleveland and Buffalo, has acquired Skyview, Inc., which operates sightseeing planes over Niagara Falls.

CREATORS OF THE MODE

SPORTS ENSEMBLE BY RÉGNY . . . . . CAR BY HUPMOBILE



DRAWN FOR HUPMOBILE BY BERNARD ECUTET DE MONVEL

HUPMOBILE'S distinguished artists and designers put smartness into every line of the Century cars . . . But HUPMOBILE has also created a solid regiment of dealers who are finding quick and liberal profits in every line of the HUPMOBILE franchise!

The HUPMOBILE franchise has ALWAYS been considered one of the best investments in the automotive world! Now, with new power back of every selling lever and with a car that the whole nation knows is "right" . . . HUPMOBILE reduces all prices just as the selling season starts! . . . Will the dealers cash in? . . . Will they! . . . Watch the volume roll up as a HUPMOBILE sale gets easier to make than ever before in its history!

HUPP MOTOR CAR CORPORATION . . . . . DETROIT, MICHIGAN

HUPMOBILE CENTURY SIX AND EIGHT

Financial News of the Automotive Industry

The A. D. N. Analyst Looks Them Over

THE STUDEBAKER CORPORATION

THIS is a most interesting year for the Studebaker Corporation. Results of 1929 will be watched with great interest by those holding the securities of this company and by the industry as a whole.

What will be the effect on earnings of the concentration of the manufacturing operations at South Bend? Will sales of the higher priced models on which the company is now concentratnig more than offset the decrease in the lower price field? Will the investment of $2,000,000 made last year in Pierce-Arrow prove profitable? These are three questions to which answers are being sought.

As to the centralization of manufacturing operations by the removal of all Detroit manufacturing to South Bend, Ind., where plants have been enlarged, this move should result in the saving of from $3,000,000 to $4,000,000 a year in operating costs. And from the results of the first quarter it appears that this saving will be achieved. With net sales almost $1,000,000 less than in the first quarter of 1928, the gross earnings from sales in the first three months of 1929 were almost $1,000,000 more than in the corresponding period of last year. The ratio of net profit to sales rose to 12.2 to 10.3 per cent. last year.

Concerning the fact that sales of the lower priced models showed a falling off in the first quarter, study of the income account discloses that the 59 per cent. jump in sales of the President and Commander models more than offset this. While there was a decrease in sales of from 34,690 cars in the first quarter of 1928 to 30,028 sales last quarter, the per unit net profit increased sufficiently to provide a gain in net profit from $3,979,873 to $4,605,057. The net income per share on the common stock increased from $2.05 on 1,875,000 shares outstanding a year ago to $2.36 on 1,893,750 shares this year.

The picture presented by Pierce-Arrow, management of which was obtained by Studebaker last August in return for an investment of $2,000,000, is the brightest it has been in years. Compared with a deficit of $359,763 in the first three months of 1928, the company showed a net profit of $448,532 in the corresponding period this year, the best quarterly record in five years. While the real test for Pierce-Arrow will be the current quarter, if April production and shipments indicate anything, and, of course, they do, the good work of the first three months should be continued into the summer. The company delivered to dealers 1,366 cars last month, or more than double the 624 shipped in April, 1928. A further study of the Pierce-Arrow Company will be made in this column tomorrow.

So, with the expansion and readjustment program of 1928 showing satisfactory results, with sales of the higher-priced models showing a heavy gain over last year, with commercial car sales 93 per cent. ahead of a year ago, with export sales increasing and good effects being felt from an extensive advertising campaign, Studebaker Corporation is in an enviable position. Also factory and dealer inventories are lower than a year ago.

Determination of the company to strengthen its position in the foreign field is seen in the recent formation of the Studebaker-Pierce Arrow Export Corporation to concentrate the overseas business of the Studebaker and Pierce-Arrow companies. This centralization of merchandising will result in savings to both and will undoubtedly bring better results.

The 1929 outlay for advertising is the largest in the corporation's history. The campaign calls for an expenditure of $7,000,000, half of which will be used in newspapers.

This is expected to result in an increase in earnings in the second quarter greater in proportion to last year than those of the first. A. R. Erskine, president, has estimated the second quarter figure would bring the net income per share to about $5.50 for the first half, or about $1 more than last year. Net income of the company in 1928 amounted to $13,948,000, a gain of about 17 per cent. over the $11,938,000 of 1927.

The record of the corporation has been a consistent one. There has been little of the spectacular in its growth, but stockholders have had every reason to feel justified in their investments. The company the other day declared the seventy-third consecutive quarterly cash preferred dividend and more than fifty consecutive quarterly cash common dividends have been paid. The preferred payments have been at the rate of $7 annually, while those on the common have ranged from $4 to $10. The current annual rate is $5 cash on the common plus 4 per cent. in stock, and this is equal to $12.50 on the old $100 par shares, which were exchanged in 1924 at the rate of two and one-half of the new no-par for each one of the old. That is what is commonly known as taking good care of stockholders.

This consistency in payment of dividends has, of course, had as its foundation a record in earnings no less consistent. For the past ten years the ratio of the cost of manufacturing to the net sales has ranged between 82.18 per cent. and 89.32 per cent. and the net income per share on the common stock has not fallen below $6.09 and has been as high as $9.44 on the basis of the present stock. This would have been an earning range of from $15 to $23.60 on the old stock.

The company has shown regularly a strong working capital position. Current assets at the end of the first quarter amounted to $49,986,243, as compared with total current liabilities of $16,048,583, the ratio being about three to one. This compared with total current assets of $45,946,015 as of December 31, 1928, when the total current liabilities were $13,342,953. The net working capital as of March 31, 1929, amounted to $13,937,660, as compared with $13,942,000 on December 31, 1928. Because of heavy expenditures on new models and other expenses in 1928, the working capital was reduced more than $4,000,000 in that year.

The Studebaker Corporation was incorporated in 1911 to acquire the Studebaker Brothers Manufacturing Company, which had been incorporated in 1868, and the Everett-Metzger-Flanders Company, which had been organized in 1908. The Studebaker business was originally established in 1852 by H. and C. Studebaker, and became one of the leading makers of horse-drawn vehicles. The present corporation owns all the capital stock of the Studebaker Corporation of America and the Studebaker Corporation of Canada, Ltd., of Walkerville, Ont. The Citizens' Home Company, a subsidiary, with $1,000,000 capital, was organized to build homes in South Bend for Studebaker employees.

The control of Pierce-Arrow was purchased through the Pierce-Arrow Studebaker Corporation, which issued its entire capital stock (175 shares) to Studebaker for $2,000,000 in cash. The 175 shares were subsequently exchanged for 230,125 no-par class B shares (entire issue) of the Pierce-Arrow Motor Car Company. The Motor Dealers' Credit Corporation, which was organized in 1928, to take over the business of the Industrial Acceptance Corporation, which was the exclusive sales financing agency for Studebaker dealers, was sold to the Commercial Investment Trust Company last year.

Following is a comparative consolidated balance sheet, showing condition of company as of December 31, 1928, and March 31, 1929:—

ASSETS

	March 31, 1929.	Dec. 31, 1928.
Cash, sight drafts and acceptances	$13,147,500.74	$13,001,536.16
Investments	4,180,293.19	4,968,268.66
Total notes and accounts receivable	5,596,749.82	3,092,942.54
Inventories	26,489,916.97	24,222,637.44
Deferred charges	571,783.00	660,630.51
Total quick assets	$49,986,243.72	$45,946,015.31
Capital Investments—		
Net total plant and property after depreciation	$65,753,026.64	$65,541,273.45
Pierce-Arrow Class B common stock	2,000,000.00	2,000,000.00
Citizens' Homes Company	965,933.88	19,807,276.64
Trade name, good will and patent rights	19,807,276.64	19,807,276.64
Total capital investments	$88,526,237.16	$88,347,978.21
	$138,512,480.88	$134,293,993.52

LIABILITIES

Current Liabilities—		
Accounts payable current	$10,179,219.18	$8,668,178.71
Deposits on sales contracts	539,409.81	580,746.86
Sundry creditors and reserves, including accrued pay rolls	4,047,683.98	2,662,521.94
Reserve for income taxes	1,282,270.05	1,431,506.47
Total current liabilities	$16,048,583.02	$13,342,953.98
Capital, Surplus and Reserves—		
Seven per cent. cumulative preferred stock outstanding	$7,300,000.00	$7,300,000.00
Common stock, 1,893,750 shares issued	75,750,000.00	75,000,000.00
Surplus for stock dividends, 1929	2,295,240.00	.....
Reserve for moving Detroit plant	1,349,301.07	1,970,000.00
Surplus	35,769,356.79	36,681,039.54
Total capital surplus and reserves	$122,463,897.86	$120,951,039.54
	$138,512,480.88	$134,293,993.52

RANGE OF AUTOMOTIVE STOCKS

NEW YORK CURB MARKET

Sales.		High.	Low.	Close.	Net Ch'ge.
9600	Aub Auto...	208	174½	208	+31
14900	Bendix Corp.	163⅞	139⅞	161⅞	+22⅛
	Bohn Alum—No sales.				
	Borg-Warner—No sales.				
1600	Br & Strat.	35¼	34⅛	34⅛	—1
3600	Budd Ed ..	59⅝	49⅝	56½	+6½
3500	Bullard Co..	52	49	52	+2
22100	Caterpil Tr.	88	76	84	+8⅞
13600	Checker Cab	73¼	69⅝	72	—⅝
32100	Cit Serv n..	29½	28½	29½	+⅞
100	Cit Serv pf.	98½	98½	98½	
10700	Cont D Fib	39¼	35¼	36⅝	—1⅝
1200	Doehler D C	34	32⅝	32⅝	—2
3800	Dur Mot ..	13⅝	12	12	—1
400	Fageol Mot.	4⅝	4¼	4¼	—⅜
	Fedders—No sales.				
	Federal Mogul—No sales.				
34300	Fiat	12⅝	8	11⅝	+4⅛
2450	Firestone ..	309	279	289	+8¼
	Firestone pf—No sales.				
42500	Ford Can A	69¼	62⅛	64⅞	
16500	Ford Ltd ..	18⅞	17⅞	18⅝	—⅛
300	Frank Mfg.	36½	36¼	36¼	—¾
	Gen T & Rub.—No sales.				
600	Gr T & Die	17	15⅜	15⅜	—⅛
3300	Hall Lamp.	25⅞	23⅛	25¼	+3¼
	Henney—No sales.				
	Hood Rubber—No sales.				
	India Tire—No sales.				
200	Isot Fras .	11⅞	11⅞	11⅞	—⅛
	Jaeger—No sales.				
4900	Lakey	30¼	27⅛	27⅝	—⅝
	Marvel Carb—No sales.				
	McQuay-Nor—No sales.				
1500	Nat Rub Ma	30	29½	29⅝	—⅛
6700	Param Cab.	32	27	31½	+2⅞
100	Perf Circle.	47¼	47¼	47¼	—2⅝
	Pines Winterfr.—No sales.				
600	Pgh Pl Gl..	70	68½	69⅞	+3⅝
12400	Raybestos ..	92⅝	78⅞	91	+12⅞
500	Rep M T ctf	2⅞	2⅝	2⅞	+⅛
	Rolls-Royce Am.—No sales.				
100	Ross Gear .	55	55	55	+½
4400	Safe-T-Stat.	35	31½	35	
100	Seiberling ..	47⅛	47⅛	47⅛	—1⅞
39500	Serv-el Inc .	21	19⅞	20⅛	+¼
	Sparks With.—No sales.				
3500	Stutz Mot .	18½	16⅞	18⅜	—⅛
1400	Therm Cp .	29½	28⅞	29⅛	—⅜
5900	Thomp Prod	63½	56⅝	59	+1¼
400	Triplex	25⅛	25	25⅛	+⅜
1500	U S Asbest.	48⅞	45	48⅞	+2⅞
1200	Watson, JW	7½	7	7	
3400	Wayne Pump	30	24¼	24½	—2⅝
	West Auto—No sales.				
6100	Wire Wh ..	32	29¼	32	+2½
2600	Yel Txi NY.	32½	31⅛	32½	+1

SPICER PROFIT IN FIRST QUARTER TOPS YEAR AGO

New York, May 6.—Spicer Manufacturing Corporation and subsidiaries report for quarter ended March 31, 1929, profit of $762,558, after depreciation, etc., but before Federal taxes, against $420,268 in first quarter of 1928. Company has outstanding 100,000 no-par shares of $3 convertible preferred, and 357,750 no-par common shares.

Consolidated income account for quarter ended March 31, 1929, compares as follows:

	1929	1928
Oper. profit after depreciation	$1,053,856	$544,446
Expenses	327,009	147,531
Balance	$726,847	$396,915
Other income	35,711	23,353
Total income	$762,558	$420,268
Interest, etc.	.....	.....
Profit before Federal taxes	$762,558	$420,268

CHICAGO YELLOW CAB HAS NEW BOARD OF DIRECTORS

Chicago, May 6.—New board of directors of Chicago Yellow Cab Company, Inc., has been announced by Chairman Charles A. McCulloch as follows:—William Wrigley, Jr., Albert D. Lasker, Ernest H. Miller, Harvey T. Woodruff, Leonard S. Florsheim, Thomas B. Hogan, Arthur Lindsay, Arthur W. Moore, Otto W. Lehmann and Edward N. D'Ancona. Harold E. Foreman, who resigned, will become a member of the board of the newly organized Parmelee Transportation Company. E. S. Higgins was appointed vice-president of transportation management company, a subsidiary of Parmelee Transportation Company.

Mr. Higgins was formerly vice-president of the Yellow Cab Company of Philadelphia and previously with Quaker City Cab Company of Philadelphia.

WEEK ENDED MAY 4, 1929
NEW YORK STOCK EXCHANGE

—Previous, 1929— High	Low	Div.		Sales	High	Low	Close	Net Change
104⅞	48	....	Advance Rumely ...	247,600	104⅞	60	69¼	—26¼
119	58½	....	do pf	202,300	119	73	84	—8
131	95⅛	3	Air Reduction	71,400	131	110½	125⅞	+16
11¼	7½	....	Ajax Rubber	6,800	7¾	7½	7½	—⅛
....	....	....	do pf	No sales				
212	166	7	Allis-Chalmers	7,900	212	197	205	+10
73¼	40½	....	Am. Bosch Magneto.	192,500	73¼	57⅝	67⅛	+8⅜
85½	72⅜	7	Am. Chain	600	77¼	76	76	—1¼
8⅞	6	....	Am.-La France	7,700	7¼	7	7	+½
136¾	114	3.50	Bohn Aluminum ...	15,700	136¾	127½	134¼	+4¼
63⅛	33¼	....	Briggs Mfg. Co.....	159,700	50	44⅝	45¼	—1⅛
73⅞	51	3	Brockway Motor ...	21,800	54	51⅝	52¼	—1¾
35⅞	28¼	....	Chicago Pneu. Tool.	1,100	32⅛	30	31½	—⅝
36	30⅜	3	Chicago Yellow Cab.	110	33½	32½	32½	+¼
135	87¾	3	Chrysler Corp.	155,900	95½	91¾	92½	—3
....	....	....	do pf	No sales				
62⅝	43	2	Commercial Credit..	35,900	54¼	50¼	53⅞	+2½
105¾	95⅛	6.50	do pf	320	98¾	97	98¾	+¾
195	131½	4	Com. Invest. Trust..	7,400	161	153¼	155½	—1½
28⅜	17⅛	.80	Continental Motors..	74,600	23⅞	21¾	22⅝	—⅛
99	93½	6.50	do pf	200	94½	93½	93½	—1½
65¾	58½	3.50	Cutler-Hammer	800	63	60	63	+2
198½	155¾	4	Du Pont	17,700	181	175	177½	—1¼
76¾	60¼	3	Eaton Axle & Spring	8,200	67⅜	63⅝	65½	+1⅛
172	126¾	4.50	Electric Auto-Lite ..	132,900	172	145	168	+18⅜
92⅞	77	5	Elec. Stor. Battery..	9,200	85⅞	82	84⅞	+3¼
73¾	55	2.50	Evans Auto Load....	2,000	63	62	62⅛	+⅛
22½	10⅝	....	Emerson-Brant A ...	3,200	15⅞	11⅝	15	+2
....	....	....	do pf	No sales				
22⅜	14½	.80	Federal Motors	2,500	17	16⅜	16⅜	—⅛
20⅛	10⅞	....	Fisk Rubber	23,800	11⅞	11½	11½	....
72½	58	....	do 1st pf.....	400	59	58	58	—1⅞
33⅞	20	....	Gabriel Snubber	20,400	27¼	20½	26	+4
25	10½	....	Gardner Motor	11,100	15⅜	12⅛	13½	+1
262¾	219	5	General Electric.....	114,000	258½	237	255¾	+15¾
91¾	77⅛	3	General Motors	372,400	86	83⅛	84⅜	....
126½	124½	7	do pf	2,300	124⅞	124⅝	124⅞	+⅛
....	....	....	do 7s pf.....	No sales				
....	....	....	do deb	No sales				
50½	36⅞	1.75	Glidden Co.	22,100	49¾	47¾	47¾	—1¾
106¼	103½	7	do pf	130	105¾	105¾	105⅜	—¼
105¾	81	4	Goodrich Co.	27,300	84½	81	84½	+½
115⅛	113	7	do pf	700	113⅛	113	113	....
154½	112	....	Goodyear T. & R....	90,500	134	126¼	134	+3⅞
104⅞	101¾	7	do pf	2,700	103¾	103	103⅜	—⅝
54	32½	....	Graham-Paige Motor	29,000	38⅜	33	36⅞	+2¼
66¾	50½	8	Hayes Body	76,700	66¾	60¾	62	—3½
93½	81⅛	5	Hudson Motor Car..	59,300	92	86	91¾	+5
82	50¼	2	Hupp Motor Car....	53,600	57½	50⅛	56¼	+4½
32½	17¾	....	Indian Motocycle ..	400	19¾	17¾	17¾	—2¼
14¼	8¾	....	Intercon. Rubber ...	1,200	10	9	9⅜	+⅛
119¾	92¾	2.50	Internat. Harvester .	71,500	119¾	107½	118⅜	+9½
145	140¼	7	do pf	1,200	141⅝	141	141	+1⅜
242¾	155¾	3	Johns-Manville	71,100	194⅝	178	191	+9
16½	6	....	Jordan Motor Car...	9,100	11½	9⅛	9⅛	+1¾
24	11	....	Kelly-Springfield ...	27,300	17⅝	16¼	17⅝	+¼
94⅞	75¼	....	do 6s pf.....	100	77⅛	77⅛	77⅛	—2⅞
....	....	....	do 8s pf.....	No sales				
61¾	47⅛	2	Kelsey-Hayes Wheel.	42,300	60⅞	51	59	+6¾
110	106¼	7	do pf	20	109½	109½	109½	+3¼
25	17½	....	Lee Rubber & Tire..	6,500	19⅜	17½	18½	....
61	53	2.40	Link Belt	800	53⅞	53	53⅛	+⅛
114¾	91	6	Mack Trucks	41,600	108⅝	102½	104	+⅜
101¾	66¾	4	Marmon Motors	45,200	101¾	88⅜	101	+11¼
79⅞	69¼	4	Marlin Rockwell ...	3,200	75½	72¾	74⅞	+1⅜
18	12⅛	....	Martin Parry	900	12½	12⅛	12⅛	—⅛
34⅞	20	....	Mengel	16,000	28⅞	24¼	28	+2⅜
28⅞	22½	....	Miller Rubber	1,700	23⅞	23⅛	23⅛	—½
8	5	....	Moon Motors	2,600	6	5½	5¾	+¼
25¾	18	....	Moto Meter A.....	10,200	20½	18½	20¾	+1¾
142	111	2	Motor Products	3,800	142	130	136⅜	+5⅜
47½	39	2	Motor Wheel Corp..	19,100	47⅜	44⅝	46⅞	+1⅞
81⅞	58⅛	....	Mullins Mfg. Co....	29,900	67⅛	60	64	+1¼
96½	62	....	Murray Corp.	342,000	96½	85¼	92½	+3¼
....	....	....	do pf	No sales				
118⅞	94	6	Nash Motors	36,900	99⅜	96½	98⅛	....
6¼	3⅝	....	Norwalk T. & R.....	4,500	4⅝	3⅝	4¼	—¼
....	....	....	do pf	No sales				
10⅞	7½	....	Omnibus Corp.	2,400	9	8	8¾	+¾
48⅜	37¼	....	Otis Steel	12,300	44½	42½	43	—⅛
153	116½	3.50	Packard Motor Car.	148,700	139	130	139	+6⅜
22½	15⅜	....	Peerless Motor Car.	4,500	17⅞	16½	17⅞	+1¼
37⅞	27½	....	Pierce-Arrow	28,400	35⅝	33⅞	35⅝	+⅛
86½	72½	6	do pf	2,900	84⅞	84	84⅝	—⅞
31⅞	25⅝	1	Reo Motors	9,900	27¾	27	27⅛	—⅜
12¼	7⅛	....	Reynolds Spring ...	3,400	9½	9	9½	+½
66¾	45	....	Spicer Mfg. Co.....	20,700	63¾	56¾	62½	+5
55⅞	48½	3	do pf	3,200	52⅝	50	51½	+1⅝
72⅜	65	3.50	Stewart-Warner Spd.	39,000	71½	68⅞	71	+1
....	....	....	Stromberg Carbur....	No sales				
98	77	5	Studebaker Co.	47,500	85⅜	81⅜	85⅝	+2
125	124¾	7	do pf	210	124¾	124¾	124¾	—¾
31	25¾	1.80	Timken Detroit Axle	35,200	37	25¾	30⅜	+4⅜
88¾	73½	3	Timken Roller Bear.	68,900	88¾	81⅜	87¼	+4¾
54½	38¾	2.50	Trico	70,900	53⅜	48⅛	51⅞	+3¼
65	42	....	U. S. Rubber.....	30,400	57⅞	55	57¼	+¾
92½	77	....	do 1st pf.....	3,200	83	80¼	83	+1
42⅞	32½	2	Warner Quinlan ...	17,900	35⅞	33¾	35¼	+1⅜
54½	45⅛	2	Westinghouse A. B..	15,700	49	47⅝	48¾	+¼
53½	40⅝	1	White Motors	6,600	47¼	45¼	45½	—1¾
35	33	1.20	Willys-Overland	256,200	28⅜	23	28⅜	+4½
103	96¼	7	do pf	500	98	98	98	....

RAYBESTOS REPORTS NET PROFIT ABOVE YEAR AGO

New York, May 6.—Report of Raybestos Company and subsidiaries for quarter ended March 31, 1929, shows net profit of $415,429 after depreciation, Federal taxes, etc., equivalent after dividend requirements on 8 per cent. preferred stock to $3.40 a share (par $25) earned to $3.40 a share (par $25) mon stock. This compares with $224,298, or $1.78 a share in first quarter of 1928.

COPELAND PRODUCTS, INC., EARNS 59 CENTS A SHARE

Detroit, May 6.—Copeland Products, Inc., reports for the quarter ended March 31, 1929, net profit of $60,886 after charges and Federal taxes, equivalent to 59 cents a share earned on 101,992 shares of Class A common stock.

Automotive Stocks Near High Ground

BIG GAINS MADE BY MANY ISSUES

General Motors Resting As Others Assume Leadership

By CONRAD J. ALEXANDER

NEW YORK, May 6.—Another week like the last and automotive stock price averages will be in new ground for the year, and that means for all time.

Aided by many substantial individual gains and smaller gains all along the line, the group price averages for automotives listed on the New York Stock Exchange and Curb Market in the past week went forward in the most impressive fashion since March, when the highs for the year were set up.

Both the passenger car and accesory groups were strong, the tire company shares advanced slightly, and the securities of truck and bus manufacturers held firm.

The average price of the sixty representative stocks used in the Automotive Daily News compilation went forward from 63.92 to 66.09, a net gain of 2.17 points. The high for the year is 67.60, attained in the week ended March 2. This compares with the low of 61.25, made in the week ended February 16. The gain in the week just before was 1.08.

AUTOMOTIVE DAILY NEWS STOCK AVERAGES

	Apr. 27.	May 4.	Net Ch'ge.
60 automotives	63.92	66.09	+ 2.17
20 pass. cars	58.20	62.02	+ 3.82
20 accessories	75.58	78.95	+ 3.38
10 rubbers	68.90	69.33	+ .43
10 trucks	46.97	45.28	— 1.69
ACTIVE STOCKS			
Gen. Motors	84⅝	84⅝	
Hudson	86⅝	91⅝	+ 5
Packard	132⅝	139	+ 6⅜
Marmon	89⅝	101	+ 11⅛
Murray Corp	85⅛	92½	+ 3⅞
Stromberg Carb	86	97⅞	+ 11⅞

The passenger car manufacturers' group of stocks scored the best gain of the week, advancing from 58.20 to 62.02, a net gain of 3.82. The high for the year is 64.25. This group fell off slightly in the week previous.

The accessory and equipment shares kept pace with the fast gait set by the passenger cars, advancing from 75.58 to 78.95, a net gain of 3.38, compared with an advance of 1.91 in the week before. The year's high for this group is 80.87, made in the week of March 2, and the low is 72.45, made in the week ended April 6.

The tire company list was strong in several spots, but the advance was not as uniform as in the passenger car and accessory groups. The net gain was but .43, compared with a better increase of 2.80 in the week previous. The high is 72.06 and the low 61.26.

The truck group ended the week 1.69 points below the previous Saturday. While the stocks in this group generally were strong, there were two or three weak spots that sent the average off.

Although General Motors continued to rest at around 85, where it has been for six consecutive weeks, with now and then a forward spurt that picked up a point or two. But the point or two has always been dropped at the end of the week. General Motors finished March at 85, and closed the first two weeks in April at that figure. Then it fell off half a point, and the closing for the past three weeks has been at 84½ or within one-eighth of that point. In the meantime, however, that stock has several times bobbed up to around 90 and back again. The bobs up have been greater than the bobs down. Many writers in the street are predicting a good rise in this stock before long, expecting it to again become the leader of the automotive group. They say various things are under way that will reawaken the stock.

Hudson, regarding which there has been considerable talk recently, suddenly came to life last week and picked up a few points. This company is showing one of the best gains over 1928 sales of any in the industry, and the stock has been selling at a ratio to earnings lower than many of the other issues.

Two of the sensations of the week were Marmon and Auburn, two of the smaller producers. Marmon advanced 11¼ points to above par, while Auburn went up 31 points on the Curb. There is not a great deal of the stock of either of these companies on the market and, with good buying present in both issues lately, it is difficult to forecast just what may happen.

Packard also came back into the limelight and climbed from around 132 to 139, where it was in the middle of March, when buying in this issue fell off somewhat.

In the accessory and equipment group, Murray Corporation and Stromberg Carburetor continued their recent advances. Murray has advanced 20 points in the past two weeks, while Stromberg in the same time has gone up 13. This group was strong all along the line, with particular strength being shown by American Bosch Magneto, Electric Auto-Lite, Kelsey-Hayes Wheel, Spicer, Stewart-Warner, Timken Roller Bearings, Bohn Aluminum, Borg-Warner and others.

Willys-Overland Profit Runs 23% Over Year Ago

Toledo, O., May 6.—Report of the Willys-Overland Company for the first quarter, issued here today, shows a profit of $2,028,020, after depreciation and interest, but before Federal taxes, or 50 cents per share on 3,000,000 shares of common stock outstanding.

This compares with $1,647,575, or 44 cents a share on 2,526,684 shares in the corresponding period of 1928, the increase being $380,444 or 23 per cent. The per share net is figured after all deductions, including preferred dividends.

The increase in profits corresponds closely to the gain in sales of cars to dealers in the first three months over last year. These deliveries amounted to 94,983 this year, compared with 76,698 in the first quarter of 1928, the increase being 23.8 per cent.

"The results foreshadow a still greater profit opportunity in the ensuing months," said John N. Willys, president, in issuing the statement. "The first quarter production did not embody the normal proportion of the higher priced cars manufactured by the company. Thus, in January, 76.24 per cent. of our output was on the four-cylinder Whippet, the lowest priced car in the Willys-Overland line. At that time the company had reached only a limited production on the six-cylinder Whippet, and had not begun to ship the 70-B Willys-Knight model.

"Production on the higher priced models in the month of January was only 23.76 per cent. of the total output.

"By February the production and sale of the six-cylinder Whippet and Willys-Knight 70-B model had increased to the point that they represented 42.95 per cent. of the total output.

"In March there was a still further increase, which brought almost half of the production into the six-cylinder Whippet and 70-B Willys-Knight classes. The division of production for that month was as follows:—

"Four-cylinder Whippet	54.31
"Six-cylinder Whippet	27.95
"70-B Willys-Knight	17.74

"These figures demonstrate the increasing trend toward the higher-priced models of the Willys-Overland Company, and, therefore, foreshadow an increasing earning potentiality.

"The company earnings for March more than equal the earnings for January and February combined. This demonstrates the greater profit possibility as production becomes balanced and as the higher-priced cars reach their proper proportion. This proportion, about 50-50 between the Whippet Four and the combined total of Whippet Sixes and 70-B Willys-Knights, was maintained in April and from the analysis of the orders now in hand, should be maintained in May."

Automotive Stock Statistics

(Revised weekly from records of Automotive Daily News)

Common stock—	Shares authorized	Shares issued	Par value	Dividend	% yield at current prices	1928 earnings per share
PASSENGER CAR COMPANIES						
Auburn	500,000	139,359	None	*4.00	*2.0	8.02
Chrysler	6,000,000	4,423,484	None	*3.00	*3.2	6.79
Durant	3,000,000	1,852,413	None	None	....	....
Ford	1,000,000	172,645	$100	....	....	....
Franklin	600,000	299,375	None	2.00	5.6	2.66
Gardner	300,000	250,000	$5	None	....	....
General Motors	75,000,000	43,500,000	$10	3.00	3.6	6.14
Graham-Paige	2,000,000	1,392,026	None	None	....	.47
Hudson	2,000,000	1,596,660	None	5.00	5.8	8.43
Hupp	2,000,000	1,370,915	$10	*2.00	*3.6	8.12
Jordan	300,000	126,000	None	None	....	....
Marmon	400,000	260,000	None	4.00	4.0	6.01
Moon	400,000	400,000	None	None	....	....
Nash	2,730,000	2,730,000	None	6.00	6.0	7.63
Packard	5,000,000	3,004,264	$10	*3.00	*2.3	7.28
Peerless	400,000	258,589	$50	None	....	....
Pierce-Arrow A	197,250	197,250	None	None	....	....
Reo	2,000,000	2,000,000	$10	*.80	*2.8	2.54
Studebaker	2,500,000	1,875,000	None	5.00	5.9	7.16
Stutz	263,000	232,817	None	None	....	....
Willys-Overland	3,000,000	2,524,602	$5	1.20	4.0	2.09
ACCESSORIES, EQUIPMENT, ETC.						
American Bosch	250,000	207,399	None	None	....	5.02
Bendix	600,000	450,000	$5	2.00	....	4.71
Briggs	2,025,000	2,003,225	None	None	....	2.15
Bohn Aluminum	375,000	371,557	None	*3.00	*2.2	9.09
Budd (e. g.)	240,000	240,000	None	None	....	2.52
Bullard Company	300,000	276,000	None	*1.50	*3.1	5.12
Continental Motors	3,000,000	1,760,845	None	.80	3.8	1.02
Doehler	210,000	150,000	None	None	....	3.18
Electric Auto-Lite	1,000,000	890,000	None	4.00	2.4	7.76
Elec. Storage Battery	1,196,500	890,169	None	5.00	5.9	7.81
Gabriel A	198,000	198,000	None	None	....	1.64
Glidden	500,000	500,000	None	None	....	3.37
Kelsey-Hayes	400,000	398,522	None	2.00	3.3	2.67
Marlin-Rockwell	400,000	357,145	None	*2.00	*2.7	6.93
Martin-Parry	200,000	125,000	None	None	....	.37
Moto-Meter A	200,000	200,000	None	None	....	2.73
Motor Wheel	1,000,000	687,500	None	*2.00	*4.3	4.24
Motor Products	200,000	130,406	None	2.00	1.5	19.10
Mullins	150,000	100,000	None	None	....	6.53
Murray	1,000,000	805,770	None	None	....	3.33
Pines Winterfront A	500,000	300,000	$5	1.00	*1.4	1.35
Spicer	600,000	313,750	None	None	....	6.22
Stewart Warner	2,000,000	1,200,000	$10	3.50	5.0	6.46
Stromberg Carburetor	150,000	150,000	None	3.00	3.0	6.93
Timken Roller Bear	2,500,000	2,401,764	None	3.00	3.6	5.72
Watson, J. W.	650,000	200,000	None	None	....	....
Western Auto Supply	135,000	50,199	None	3.00	5.9	4.58
TIRE COMPANIES						
Ajax	1,000,000	819,500	None	None	....	....
Firestone	2,500,000	370,090	$10	8.00	2.9	14.66
Fisk	1,250,000	840,254	None	None	....	....
Goodrich	1,500,000	745,910	None	4.00	....	1.50
Goodyear	1,450,000	1,042,004	None	None	....	4.45
Kelly	1,200,000	1,063,840	None	None	....	....
Lee	300,000	300,000	None	None	....	.55
Miller	400,000	261,928	None	None	....	....
Seiberling	500,000	243,849	None	1.00	2.0	1.30
U. S. Rubber	2,000,000	1,538,412	None	None	....	....
TRUCKS, TAXICABS, TRACTORS						
Advance Rumely	137,500	137,500	$100	None	....	....
Allis-Chalmers	500,000	260,000	$100	7.00	3.3	11.28
American-La France	750,000	609,300	None	None	....	.01
Brockway	500,000	179,891	None	*3.00	*5.8	....
Checker Cab	500,000	375,000	None	None	....	3.25
Fageol	2,000,000	2,000,000	$10	None	....	.73
Federal	500,000	487,359	None	.80	5.0	1.13
International Harvester	6,000,000	4,409,184	None	2.50	2.3	....
Mack	1,000,000	781,528	None	6.00	5.8	7.83
White	1,000,000	80,000	$50	1.00	2.1	2.90
Yellow Truck & Coach	1,700,000	800,000	$10	None	....	....

*Also extra. ‡Nine months 1928.

CONTINENTAL AND MARLAND OIL AGREE ON MERGER

New York, May 6.—D. J. Moran, president of Marland Oil Company, has sent out letters to stockholders of Marland Oil Company which state that Marland Oil Company and Continental Oil Company have, subject to approval of stockholders of both companies, entered into a plan of reorganization and agreement whereby the former agrees to purchase and acquire all assets and properties of the latter and to issue and deliver in exchange 2,317,266.35 shares of Marland Oil.

This exchange basis amounts to 1.56 shares of Continental for each share of Marland Oil.

GOODRICH SILVER FLEET FETED IN LOS ANGELES

Los Angeles, Cal., May 6.—Silver Fleet activities over the week end were confined to the city of Los Angeles and surrounding territory. Official calls were made on Goodrich dealers and the mayor of Pasadena.

Pilots during their stay were guests of honor at Mammoth Shrine banquet. Later they proceeded to Grand Central Air Terminal, where special photographs were made of the fleet, with the gigantic planes of the Maddux Air Lines. All pilots were taken for a one-half hour ride over the city. The entire fleet has been on display until today, when the pilots were given three days' rest to allow them to recuperate from the grueling drive of the first three months.

DURANT OF CALIFORNIA OPERATING AT PROFIT

San Francisco, May 6.—Durant Motors Company of California reports earnings of $211,102 for the first three months of 1928, of which $105,551 goes to the parent company, Durant Motors, Inc., leaving net of $92,884 for holders of the company's 294,600 shares, after deductions for Federal taxes and all charges. This is equivalent to 31 cents a share. First three months' figures compare with a deficit of $76,269 for the corresponding period of last year.

MAIL ORDER HOUSES PLAN NEW CATALOGUES

New York, May 6.—The next mail order catalogues to be issued by Montgomery Ward and Sears Roebuck will be the mid-summer sale or "flyer" catalogues, designed to stimulate sales during the normally dull summer months. There have been rumors recently that the mail order houses were planning to announce reductions in tire prices in catalogues to be issued prior to the mid-summer "flyers." So far as can be learned, these rumors are without foundation. A large number of merchandise items are normally reduced in price in the "flyer" catalogues, and it is probable that there will be some slight reduction made in tire prices. This reduction, if made, will be in line with former practice of reducing several merchandise items and will not influence the price structure maintained by the leading tire producers.

CANADA MARCH EXPORTS VALUE IS $4,591,694

Montreal, May 6.—Canada's exports of passenger automobiles in March reached a total of value of $4,591,694. This was 30 per cent. higher than February's figure of $3,362,973, and nearly three times as great as the amount of $1,612,248 for March, 1928. Particulars were published today at the Dominion Bureau of Statistics.

Exports of iron vehicles of all types moved up $6,954,851 from February's aggregate of $4,746,289. Compared with the figure of $2,188,613 for March, 1928, the exports trebled in the month under review.

WALKER MFG. COMPANY ABSORBS AJAX AUTO PARTS CO. OF RACINE

Racine, Wis., May 6.—The Walker Manufacturing Company, maker of automobile jacks for twenty-one years, purchased the Ajax Auto Parts Company of Racine, also maker of jacks and other automobile accessories, and the two companies will be combined under the Walker trade name, it was announced here by Willard T. Walker.

Assets of the merged companies will total $2,000,000 when the deal is completed, making the new Walker company the largest individual manufacturer of automobile jacks in the country.

John W. Bate, president and majority stockholder of the Ajax company, will become a member of the board of directors of the Walker Manufacturing Company. Willard T. Walker will remain president of the new organization.

The Walker plant employs 650 men and the Ajax company has a pay roll of 250. In addition to the president the other officers of the new company are W. H. Walker, vice-president, and M. H. Lundberg, secretary.

GRAHAM-PAIGE BODY PLANT JUMPS OUTPUT TO 225 A DAY

Evansville, Ind., May 6.—The local Graham-Paige Body Corporation plant has stepped up production to 225 bodies a day, with 1,200 persons on the pay roll, according to R. E. Stone, secretary.

AUTOMOTIVE DIVIDENDS

Company	Period	Dividend	Payable	Of Record
Brockway Motor Truck	Quarterly	$ .75	May 1	Apr. 15
Cities Service	Monthly	.10	May 1	Apr. 15
Cities Service	Monthly	.10	June 1	May 15
Cities Service pf.	Monthly	.50	May 1	Apr. 15
Cities Service pf.	Monthly	.50	June 1	May 15
Cities Service pf. B	Monthly	.05	May 1	Apr. 15
Cities Service pf. BB	Monthly	.50	May 1	Apr. 15
Chrysler	Quarterly	.75	June 29	May 31
Eaton Axel	Quarterly	.75	May. 1	Apr. 15
Franklin pf	Quarterly	1.75	May. 1	Apr. 20
General Motors 7% pf	Quarterly	1.75	May 1	Apr. 8
General Motors 6% deb.	Quarterly	1.50	May 1	Apr. 8
General Tire	Quarterly	1.00	May. 1	Apr. 20
Goodrich pf	Quarterly	1.75	July 1	June 10
Greenfield T & D 6% pf.	Quarterly	1.50	July 1	June 15
Greenfield T & D 8% pf.	Quarterly	2.00	July 1	June 15
Hood Rubber pf.	Quarterly	1.75	May 1	Apr. 27
Hood pf.	Quarterly	1.87	May 1	Apr. 27
Kelsey Hayes pf	Quarterly	1.75	May 1	Apr. 19
McCord Radiator Cl.B	Quarterly	.50	May 8	Apr. 30
Packard	Extra	.50	May 31	May 11
Packard	Monthly	.25	May 31	May 11
Nash	Quarterly	1.50	May 1	Apr. 30

MERCHANDISING
ACCESSORIES
EQUIPMENT

WHOLESALE

DISTRIBUTION
SHOP EQUIPMENT
REPLACEMENTS

Jobber Makes Branches Aid in Holding Parts Business

Automobile Equipment Co. Keeps Dealers Supplied All Over Territory

By ROGER WILLIAMS

LAST week there was reported on this page the methods of a Colorado wholesaler who makes his stock as readily accessible to his customers as he possibly can—he does the trick with a number of fully equipped trucks.

This week another method is reported—a number of small branches, as conducted by the Automobile Equipment Company, Detroit.

"There are many reasons why we consider branch stores necessary," A. W. Kleinschmit, president of the concern said. "Back in the days of the automobile accessory business, the accessory jobber sold to the accessory dealer, who himself kept a complete stock. Counter trade was hardly worth mentioning.

"Now merchandise lines have largely been replaced by service lines, equipment, supplies and tools of such a diversified nature that few dealers can afford to stock anything like a complete line. The wholesaler must carry the stock, and **he must make it convenient for his dealers;** if he doesn't somebody else will do so, and he will find his trade slipping quietly away.

"This is particularly true of replacement parts. It is simply out of the question for the dealer or garageman to stock a complete line, yet he must have a complete line close at hand, for nowadays owners want their cars in a hurry and are not content to wait several days for parts to be ordered, as they used to do; they won't even wait several hours if there is any way of avoiding the delay!

"It is a well-known fact that the average garageman carries only a few standard parts in stock and waits until he tears down each job before ordering, then he gets what he needs for that particular job; and he gets it in a hurry. If there is a parts jobber near him, he likely steps over himself, or sends an employee—he certainly won't travel several miles if he can help it.

"So we have opened branches. Frankly, we don't expect to make much money with these branches, for we are opening them solely as parts depots for the convenience of our customers."

"—for the convenience of our customers." That's the whole story. Branches have been opened by this concern in order to keep its stock before its customers. These branches stock parts and small supplies of tires, batteries, small tools, radio supplies and take orders for equipment. They also are equipped to perform numerous service operations, including piston grinding, valve refacing, brake relining, power reaming, piston pin fitting and rod aligning.

All branches of this company are uniform in equipment, arrangement and stock. Each is manned by a counterman and a combination of a counterman-mechanic. Each is equipped with a piston grinder, a valve refacer, brake lining machine power reamer and a piston aligner and corrector. Each carries a complete stock. No outside salesmen work out of the branches and no delivery service is maintained. All are equipped with steel bins, show cases and other up-to-date fixtures.

The average cost of opening, equipping and stocking such a branch is approximately $15,000, of which about $12,000 is represented by stock and $3,000 by machinery and fixtures.

The average rental of such a store in a city like Detroit is $175 a month, and the overhead is about 4 per cent. less than that of the main store of this concern. But this is due to the fact that no percentage of the administrative expense has been charged to them. If this were done, the overhead of the branches would be increased, but the overhead of the main store would be correspondingly lowered, so there appears to be no point in making the charge.

A perpetual inventory of the stock at each store is kept in the main office and this is posted from the sales slips of the branch each day. From time to time a physical inventory is taken and checked against the perpetual cards, thus eliminating chance of loss.

At the end of the day the counterman at the branch store orders stock to replace the day's sales. This stock, of course, is delivered from the main store the following morning and the driver picks up the branch sales slips for the day before when making delivery of the new stock. The stock keeping system is very compact and simple and permits absolutely no chance of error. In case of a sudden run on any one particular item of stock the branch counterman need only 'phone headquarters and a further supply can be on the way to him in a few minutes.

A trade directory of automotive establishments in the city supplied the greater part of the necessary information concerning the location of the various branches in positions where they could serve the needs of the greatest number of customers.

The Automotive Equipment Company has not found its trade slipping away; on the other hand, it has been showing substantial gains right along. But with the development of the replacement parts business, numerous small wholesaler-dealers have been springing up all over the country. These small stores are usually convenient to the automotive community in which they are located, and so they have been getting enough business to cut into the trade of the established wholesalers in the district.

For the old-established wholesaler to establish branches is, therefore, nothing more than a protective measure; an insurance policy for the protection of his future business.

Corner of Shop and Headquarters of Detroit Jobber Who Protects His Sale via Branches

One of Several Branch Stores Maintained by Detroit Jobber

ENSWORTH & SON REPORT HEAVY SPRING DEMAND

James P. Sprague, general manager of the automotive division of L. L. Ensworth & Son, Hartford, Conn., reports that March and April of this year marked a big advance over last year, the present month coming through especially strong.

A feature of the spring increase in business has been in the heavier equipment lines, such as hydraulic lifts, five of which were sold during the past week.

SPENCER TURNBULL CO. DOUBLES WORKING FORCE

L. R. Spencer of the Spencer Turnbull Company, Hartford, Conn., automotive engine service specialists, reports a big boost in business during the past three weeks which has necessitated doubling the working force. According to Spencer, there is a big demand at this time for cylinder grinding, fitting new pistons, pins and rings, as well as general machine work for the various garages and service stations which cannot do this sort of work themselves at a profit.

TAKE ON STEELCOTE

Mackenzie White & Dunsmuir, Ltd., Vancouver and Victoria, B. C., announce that they have been appointed as distributors for Steelcote rubber enamel and allied lines. This firm has announced a list of dealers in Vancouver, Victoria, New Westminster and Burnaby.

SMITH ON WAY EAST

Wesley D. Smith, Los Angeles, president of the Motor Rim and Wheel Service of California, Inc., 1376 South Flower St., jobber, is on his way to join other executives of the National Motor Rim and Wheel Association in a national tour. Mr. Smith is a vice-president of the association.

Editor's Column

SAY all you please about the necessity of pleasing the customer on the assumption that he is always right, but unless you can back up your adjustment with prompt action on the part of your whole organization, you will destroy the very structure of good will that a tactful adjustment is intended to build.

Consider the effort and expense necessary to build up the constant patronage of one customer—and then behold this delicate structure toppling on its foundation because of failure to properly adjust a complaint that may involve only a few cents or failure to observe a minor act of courtesy.

This thing **can happen**, in fact, it happens every day in automotive wholesale houses, and usually because **no** one man is at hand to properly look after adjustments.

Who is the man? In the whole organization what man is best fitted to handle customer complaints and make adjustments?

The credit man is that logical person.

He is trained to deal with customers under all sorts of complicated conditions; he is able to sense the most logical conclusion and solution to difficult problems. Most important to him is the fact that incomplete and tardy adjustments have a direct bearing on his collections, and in this way he is directly concerned with the manner in which adjustments are handled in the organization.

The credit man can spot instances where adjustments need more than ordinary measures of personal attention, as, for instance, a case where a purchaser receives wrong billing for his initial purchase in the store. In a case of this kind corrected billing will not wipe out the impression of poor management and system, which is uppermost in the mind of this possible customer. However, a letter from the president of the company, or at least the manager, can tactfully express regret that such an error should have occurred at this time and assure him of intention to prevent any such error in the future. The matter would be brought to the executive's attention by the credit man.

The credit man maintains direct contact with customers through the company salesmen and has much information concerning customers' personal characteristics and methods of doing ing business, as well as credit information. This enables him to suggest the most suitable line of action with reference to each individual adjustment and he has a further opportunity to put collection of the account on a more satisfactory basis.

IN LARGER QUARTERS

McAlpin-Schreiner Company, Tacoma, Wash., has been appointed Raybestos brake lining distributor for Southwest Washington, according to Leslie A. Pue, manager. The company, which does a large wholesale and retail business in wheels, rims, carburetors, brakes and allied equipment, has moved into larger quarters at 218 St. Helens Ave.

L. H. STORZ BUYS INTEREST

Louis H. Storz has just recently purchased Arthur C. Storz interest in the Storz-Western Auto Supply Company of Omaha. There will be no change in the policy of the firm, which will continue to operate under the same name, wholesale automotive and radio supplies and garage equipment being handled. G. Storz is president.

ERECTING $20,000 PLANT

Charles Suers, owner of the East Moline Auto Supply Company of East Moline, Ill., is erecting a $20,000 plant at 1102 15th Ave., to replace former structures outgrown. The structure will be of two stories and with a frontage of 100 feet and a depth of 175 feet. The building will be ready for occupancy by midsummer.

45 Entries to Qualify For Indianapolis Race

Indianapolis, Ind., May 6.—Forty-five entries—more cars than have been nominated since before the war—are elected to qualify for the international 500-mile race to be held at the Indianapolis Motor Speedway.

Late among the entries was an English race car, the Thompson Valve Special, which will be driven by a Frenchman, Jules Moriceau, making the third foreigner to nominate himself for the international classic.

There will be six Duesenbergs of Indianapolis origin, three of them composing a factory entry and the remainder individual entries, including one made by Tommy Milton, only two-time winner of the Indianapolis race, who has not yet named a driver, but who indicates that he will not come from his retirement. Milton is preparing a Detriot Special, which Cliff Durant, multimillionaire patron of the speed sport, will wheel in the coming classic.

Louis Chiron, European champion, a Frenchman, will pilot a French De Lage, and Gianfronco Comotti, an Italian, will be seen at the wheel of a French Talbot.

Ray Keech, former straightaway champion of the world; Bob McDonogh, Leon Duray, who holds the track record of 124.018 miles an hour at Indianapolis; Anthony Gulotta, Lou Moore and Cliff Woodbury, captain of the Boyle Valve team, are among the stars who will participate.

The entry list includes:

Entrant	Car	Driver
Cliff Bergere	Miller Special	Cliff Bergere
M. A. Yagle	Simplex Special	Ray Keech
Tommy Milton	Detroit Special	Cliff Durant
Louis Chiron	DeLage Special	Louis Chiron
Phil Shafer	Unnamed	Phil Shafer
Leon Duray	Packard Cable Special	Leon Duray
Leon Duray	Packard Cable Special	Unnamed
Leon Duray	Packard Cable Special	Anthony Gulotta
Wm. Albertson	Miller Special	Wm. Albertson
Zeke Meyer	Miller Special	Zeke Meyer
Frank Brisko	Burbach Special	Frank Brisko
R. W. Painter and F. Hufnagel	Unnamed	Bill Lindau
Deacon Litz	Miller Special	Deacon Litz
Alden Sampson II.	Unnamed	Louis Meyer
Gianfranco Comotti	Talbot Special	Gianfranco Comotti
W. S. White	Unnamed	Babe Stapp
W. S. White	Unnamed	Unnamed
Reed and Mulligan	Unnamed	Albert Karnatz
Charles Haase	Miller Special	Lou Moore
M. R. Dodds	Unnamed	Bob McDonogh
Alden Sampson II	Unnamed	Unnamed
Cliff Woodbury	Boyle Valve Special	Cliff Woodbury
Cliff Woodbury	Boyle Valve Special	Unnamed
Cliff Woodbury	Boyle Valve Special	Billy Arnold
Thomas Marchese	Marchese Special	Carl Marchese
Chester L. Gardner	Unnamed	Chester L. Gardner
Rickliffe Decker	Miller Special	Rickliffe Decker
C. H. Cunard	Buckeye-Duesenberg	C. H. Cunard
Marion Batten	Miller Special	Unnamed
F. P. Cramer	Miller Special	Unnamed
Thompson Prod. Co.	Thompson Valve Special	Jules Moriceau
Green Engineer. Works	Green Special	John Vance
Cooper Engineering Co.	Unnamed	Unnamed
Cooper Engineering Co.	Unnamed	Unnamed
Cooper Engineering Co.	Unnamed	Unnamed
A. S. Duesenberg	Duesenberg Special	Bill Spence
A. S. Duesenberg	Duesenberg Special	Unnamed
A. S. Duesenberg	Duesenberg Special	Unnamed
S. Smith	Ransie Special	Unnamed
Ray Keech	Duesenberg Special	Unnamed
Tommy Milton	Duesenberg Special	Unnamed
Fred A. Schneider	Armacost Special	Unnamed
Ralph Miller	Miller Special	Unnamed
William Yahr	Duesenberg Special	Paul Bost
C. E. Ricketts	Miller Special	Henry Turgeon

ELLET SUCCEEDS TAYLOR AS HUPP PURCHASE HEAD

Detroit, May 6.—R. J. Taylor who, for the last fifteen years has been general purchasing agent of the Hupp Motor Car Corporation, has resigned, effective May 1, according to an announcement made today by the Hupp Corporation.

J. W. Ellet, who has been with Hupmobile for the last sixteen years, fourteen of which have been spent in the purchasing department, had been appointed to assume the duties of general purchasing agent.

N. C. BROWNE APPOINTED BY PATERSON AIRCRAFT CORP.

Paterson, N. J., May 6.—The post of technical advisor to the newly formed Paterson Aircraft Corporation, which will operate air line tours out of this city over New York to Buffalo, and to Pittsburgh, has been filled by appointment of N. C. Browne of the New York Safety Airways, a pilot who has approximately 6,000 flying hours to his credit, according to W. E. Sollinger, president of the firm.

KINNER AIRPLANE WILL INCREASE CAPITAL STOCK

Los Angeles, May 6.—Kinner Airplane and Motor Corporation directors authorized increase in capital from present 600,000 to 2,100,000 shares.

Additional stock will be offered stockholders at $1 a share in ratio of two and a half new shares for each share held. However, each shareholder is asked to waive right to subscribe to one-half share out of each two and a half shares in order that stock may be made available to airplane manufacturers and distributors.

UNITED AIRCRAFT REPORTS $1.10 PER SHARE EARNINGS

New York, May 6.—Net earnings of the United Aircraft and Transport Corporation for the first quarter of the current year are estimated at approximately $1,700,000, after taxes and charges, equivalent after preferred dividends to $1.10 on 1,557,226 shares of outstanding common stock.

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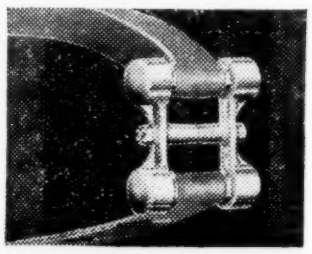

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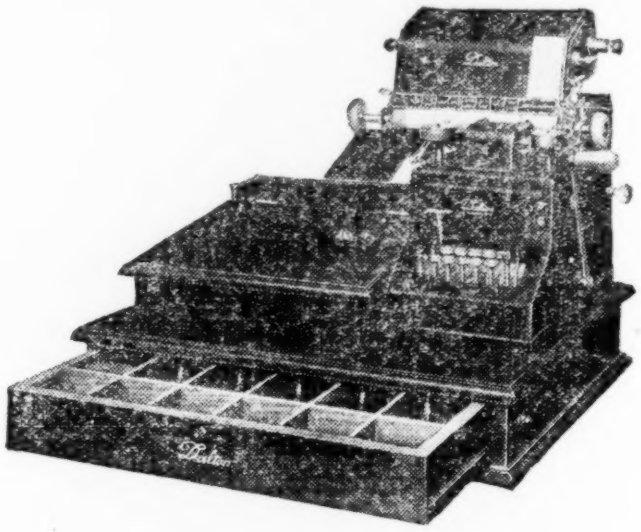
MODERN TIRE REPAIR FACILITIES are now the order of the day, as is clearly illustrated in the repair unit of the Allen Tire Company of Norfolk, Va. This department, once considered a necessary evil, is now looked upon as one of the most important in any tire store.



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